

EXPERIENCE **JAPAN** IN NEW YORK CITY

CHOPSTICKS NY

8

Aug. 2011

vol. 052

FREE



Uncover Japan's Regional Gems

SPECIAL INTERVIEW

Daniel Boulud
(Chef/Restaurateur)

www.chopsticksnyc.com

[August 2011, Vol. 052]

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See faces of the stars of this month's issue in "Japan's Regional Treasure". To find out more about it, check out the featured article from page 6.



Published by Chopsticks NY LLC

415 Lexington St., 2014, New York, NY 10003-6022

US: 212-621-8630 / 212-621-4010 (fax)

www.chopsticksny.com

US Shipping Info: \$4.75 (US) / \$10 (Japan / EU)

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Printed by the NY Japanese Press Company

First printed: 1991, NY Japan



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© Kenji Takigami

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Today, prefecture specialty shops that promote local products, foods and cultures, are increasing in Japan. Called "furusato (hometown) antenna shops", most of the shops converge in Tokyo, allowing people to enjoy Japan's regional gems in a day. Here we list the shops located in Tokyo with maps in the Ginza area and Tokyo Station area.

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New York Cooks for Tohoku was an event where world renowned chefs prepared and served a goodwill lunch to the people in Kameshi City, one of the devastated areas from the 3.11 earthquake and tsunami. Taeko Takigami, head coordinator of the project reports on the unprecedented event and shares her thoughts.



© Kenji Takigami

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"THE BEST WAY WE CAN ASSIST THESE NOBLE PEOPLE IS BY GOING TO COOK FOR THEM IN PERSON"

— DANIEL BOULUD



DANIEL BOULUD, a native of Lyon, France, is considered one of America's leading culinary authorities. In New York City the chef offers two Bouluds, Café Boulud, his Bistro Moderne, DDBB Kitchen and Sic. Boulud food, and Epicure Boulud in addition to DANIEL. Outside New York, he has restaurants in Miami and Palm Beach, FL, and internationally in London, Singapore and Beijing, offering uniquely ingredient-driven, seasonal, French-American cooking. Chef Boulud is the recipient of three James Beard Foundation awards, including Outstanding Chef and Outstanding Restaurateur and was named a Chevalier de la Légion d'Honneur by the French government as well as "Chef of the Year 2011" by The Culinary Institute of America. He is the author of six cookbooks and the creator and host of the television series, *After Hours with Daniel*.

On July 3rd, Kanazashi City, an area heavily affected by the 3.11 earthquake and tsunami, was inundated with local people and media crews from all over Japan. Their reason for coming was the lunch prepared by the world-renowned chefs from New York. Celebrated chef and restaurateur, Daniel Boulud, led the dream team and brought the goodwill lunch event "New York Cooks for Tohoku" success. Right after returning from his trip to Japan, he talked about the once-in-a-lifetime experience.

Would you tell us the mission of "New York Cooks for Tohoku" project?

We wanted to serve warm, tasty dishes to the people in Kanazashi City. I understand monetary contributions are extremely helpful to the recovery effort, but I asked myself, "What can we do for them as chefs?" Then I came to conclusion, "As chefs, the best way we can assist these noble people is by going to cook for them in person, offering this lunch as a gesture of comfort and good will." Also, we wanted to send a message that Japanese ingredients are safe to the world, by actually going there and using Japanese ingredients. Plus, by traveling the Tohoku region, we hoped to show that it's safe to travel there as well.

How did the project start, first of all?

Mr. Eric Thresher, CEO of Xcel Energy & Resources, and Mr. Fujikawa, executive of Nippon Steel Corporation, dined at my restaurant in mid-May. I had a chance to talk with them about the tragedy that had occurred in Japan. Mr. Thresher told me that Kanazashi City where Nippon Steel has its factory, was one of the heavily damaged areas and some of the Nippon Steel employees had lost their lives. Since Nippon Steel is the longtime business partner of Xcel, Mr. Thresher was concerned about the people in the area so much

and he had been thinking about what he could do. Then he asked me to go to the city and encourage the locals by serving my food. Of course I agreed with him. Right after that I called my fellow chefs and friends to help me, one thing led to another, and everything went just crazy until the end of the project.

What kind of food did you serve there?

While creating the menu, we were informed that there were many elderly people in the evacuation center, some of whom suffered digestion problems after the long, stressful time. I planned to make my stew at first, but after the report I changed my plan and made roast beef. Each chef created his own dish, but all of them took the people's health condition and taste preferences into consideration. We also heard fresh vegetables are in short supply in the area, so we incorporated fresh vegetables as much as possible. Incorporating local specialties from the Tohoku area was part of our mission as well. The rice we used was the Hitomatsuri variety from Iwate Prefecture, and there were apples, garlic, cherry tomatoes, string beans, chicken thighs and beef; all of it was excellent.

What was the reaction of the evacuation center?

The food was all gone, and everyone exclaimed, "oishi" (It's tasty)! I felt so glad that I could give them happiness. It was a rewarding experience.

Is there any new Japanese ingredient you discovered while in Japan?

Well, since our financing was really tight, I did not have enough time to explore new ingredients there. But I admire that there are really high-quality ingredients in Japan, not only ingredients but also the cuisine as a whole. I believe that there is not a single chef who does not have any influence from Japanese cuisine.

You visited Tsukiji Fish Market in Tokyo. Would you tell us about your impression?

It's the most vibrant fish market in the world, where you can really feel the history and knowledge of all the generations of fishermen and salesmen who have been working there. Coming from Europe and having seen wonderful markets, I've never experienced something so amazing with life: both the fish and the people! And, like any good traditional market, you can eat the food of that market on the side streets for a sushi breakfast of champions.

—Interview by Toshi Tsukagawa

New York Cooks for Tohoku

New York Cooks for Tohoku was a project to serve goodwill lunch in the city of Kamashi, one of the devastated areas from the 3.11 earthquake and tsunami, and encourage people who are still recovering. The project, initiated by Mr. Brian Thresher of Xosai Energy & Resources and Chef Daniel Boulud of DANIEL, and many celebrated chefs and cooking authorities, responded to Chef Boulud's call and volunteered for the project. Participating chefs included: David Bouley (Bouley, Brookline), Floyd Cardoz (North End Grill opening fall 2011), Craig Koketsu (Pole Avenue Spring), Takeshi Ono (Mitsui), François Payard (François Payard Bakery), Michael Romano (Union Square Cafe and Union Square Hospitality Group) and Bill Telepan (Telepan), as well as Tokyo-based Patrice Martineau (Patis, The Peninsula Tokyo). The event was held on July 3, but the New York-based chefs departed for Tokyo on June 29. They spent July 1 and 2 doing initial catering preparations in Tokyo. Early on the morning of July 3, the chefs and the food they had prepared with fine Japanese ingredients, traveled to Kamashi and then on to the local community facility where they served lunch to over 2,500 people. Each of the visiting chefs personally served his own signature dishes, offering the simple pleasure of a good meal.

More of the story about the project on page 15, reported by Tetsuo Tsukigami, head coordinator of New York Cooks for Tohoku.



◀ Chef Boulud checks out lunch from Hokkaido, which has such an excellent flavor. In this New York Cooks for Tohoku project, chefs incorporated as many local ingredients as possible to extend their variety and to emphasize their quality. Food preparation was conducted in the kitchen courtesy of Sheraton Grande Tokyo Bay Hotel.



▲ Serving directly to the local people and talking with them nurtures the understanding of each other. What the people receive is not only good food but also warm, sincere emotion from the chefs.



◀ Chef Boulud's creation is full of local flavors. Considering nutritious balance, the tender roast beef was served with a variety of vegetables.

All photos courtesy of Tetsuo Tsukigami.

Shop

WAZA Bringing Rich Japanese Cultural Tradition to the City

On the day commemorating our country's independence, another new birth was celebrated. **WAZA**, a shop and showroom featuring Japanese traditional handicrafts, opened on the second floor of Kinokuniya Bookstore. The store's name combines the Japanese characters for "we," or harmony, and "waza," or the doted techniques used by Japanese craftspeople. According to Takeyoshi Ito, CEO of the company Xerox Corporation that designed the shop, "WAZA attempts to recapture Japanese tradition that is fading lost, as well as provide a new value when foreigners incorporate these goods into their lifestyles. In this way, new life is breathed into the products and they will continue to evolve."



Some of WAZA's offerings are made of tin, the most expensive metal after gold and silver. They take unique forms such as a bendable basket, and tableware with a gold leaf lined inside. Another aspect of

the collection that should not be missed is the Itatani glasses, whose bases are decorated in the style of this famous pottery. Perfect for summer are the shibori, or bamboo window shades, which have historically been used to keep Japanese houses cool and have come in wood and washi (Japanese paper) versions.

It highlights his philosophy toward both life and business as "taking chances and never losing your sense of excitement as you do." The WAZA collection is sure to stimulate its New York audience, who will look forward to the new additions that accompany its inevitable growth.



Shibori, or wooden leaves dyed with bath in hand crafted and each one takes a month to make.

Info: **WAZA** (at Kinokuniya Bookstore) 1219 Avenue of the Americas, 2nd Fl. (bet. 4th & 5th Sts.), New York, NY 10020 Tel. 844-588-6124 (www.waza-japan.com)

Food

Spice Up Your Cooking with S&B's Wasabi Sauce

Wasabi is booming in the U.S. and it's not just due to the proliferation of sushi restaurants. Products such as wasabi peas are now sold in typical supermarkets and recipes featuring wasabi, such as wasabi mashed potatoes and wasabi guacamole are increasingly popular. Just in time to capitalize on this trend, S&B Foods, Inc., a leading manufacturer of wasabi products and other condiments in Japan and worldwide, has released its new product, **S&B Wasabi Sauce**.

Wasabi Sauce is milder and creamier than wasabi paste, making it the perfect condiment not only for Japanese food, but also with many western dishes. Try some on a steak, chicken breast or salmon fillet, or on a sandwich



instead of mayonnaise. It's great as a salad dressing too, or as a dip for french fries, chips or vegetables. Wasabi Sauce makes these staple dishes with creamy, spicy, authentic, wasabi goodness. Plus, wasabi is thought to promote

health by killing harmful bacteria and stimulating the appetite. By combining the authentic flavor of fresh wasabi with a creamy texture, all in a convenient and easy-to-use squeeze bottle, S&B has cracked the code that has eluded wasabi manufacturers for years. It's never been easier (or better) to jump on the wasabi bandwagon.



Also new in the market, S&B's **Yuzu Kosho** is the condense you might want to add to your kitchen this summer. A popular condiment in Kyushu, southern Japan, the pungent paste made from green chili pepper paste and yuzu citrus adds a spicy, sour zest that can refine all kinds of cooking.

Info: **S&B International Corporation** www.smb-usa.com

Drink

Craftsman Created Japanese Artisanal Beer: The Premium Malt's

Whisky and shochu from the Japanese brand Suntory have a solid presence here in the U.S., and the company is adding beer to this stellar collection. Suntory's skilled craftsmen applied their know-how to develop a beer with long-lasting foam, and their hard work paid off as it enabled the creation of the high-quality beer The Premium Malt's. This beer received top prize in the Monde Selection beer category for three years straight from 2005-2007, and it has also been honored with the Chairman prize from the Master Brewer Association of the Americas. The Premium Malt's has long been a favorite in Japan, and is now available to an American audience.

Fine and foremost is its amazing taste, displaying a floral, elegant aroma and a refreshing, dry finish. The initial crisp bitterness quickly fades, leaving behind delicate notes that linger on the palate. Careful ingredient selection is one factor contributing to the beer's excellence, such as using fine aroma hops such as Saaz from the Czech Republic. For the barley and malt, the locales where these products are grown are vetted to ensure only top-quality ingredients are utilized. They are then combined with pristine natural water to make The Premium Malt's.

Suntory understands the power of people in making a product that tastes good. For this reason, it views its craftsmen as an essential part of operations. During the manufacturing process, the temperature is raised twice (as opposed to the usual once), a method known as "double decoction" which brings out the malt's original umami. But besides these technical aspects, it all comes down to enjoying this delicious drink. Suntory recommends forming a "golden rice" of 30% foam to 70% beer when you pour. So imbibe responsibly and enjoy!

Info: www.suntory.com/beers/premium/
 #CRAFTSMAN (U.S. beerbox) www.jc.com



From Japan

Japanese Summer Forecast: Sun and "Setsuden"

The Japanese are taking some unusual approaches in order to keep cool during this stormy summer. Since the earthquake and tsunami in March, forecast on everyone's minds is "setsuden," or energy conservation. This means using less air conditioning, making it necessary to find creative ways to beat the heat.

For example, there is a bitter melon called the gyo used in Japanese cuisine that is now receiving attention for its cooling effects. Currently people are growing them in window boxes or backyards as they are said to help keep temperatures down. The Skyline restaurant company is cultivating the gyo to create "green curtains" outside the windows of several handed Tokyo locations. The plants should form a natural shade to cool the interiors, reducing the business's reliance on air conditioners. The clothing chain Uniqlo is also cooling people down with its "power conservative bar" line. This includes products like the DriXx undershirts and underwear, said to absorb sweat and dry quickly.

Hotels are also capitalizing on customers' desire for setsuden, unveiling

special packages with titles like "Setsuden Cooperation Appreciation Plan." This deal debuted in July at Mitsui Garden Hotels and it rewards clientele for their setsuden efforts. A discount is offered if they check in after 8 p.m., as this enables hotels to avoid electricity use during peak hours. Other hotels are appealing with taglines such as "You can save energy more than being at home," and slashing group room rates by as much as 60%. Motivation for this effort largely comes from making up for the loss of foreign visitors, whose amounts have greatly declined post-disaster, but hopefully setsuden endeavors will continue even when these numbers rebound back to normal.



Illustration by Makiko Kanno

NEW SENSATION "Wa" MODERN WAZA IS NOW OPEN



WAZA

Combining the characteristic Japanese concept of "wa" (harmony), developed over many years of history and culture, and the "waza" (skilled techniques) utilized by Japanese craftspeople, WAZA is a brand of the finest Japanese products. With a shop set up on the 2nd floor of Kowloon's East Side on the west side of Bryant Park, they sell to general customers as well as buyers and distributors. They also operate a showroom where you can see and hold in your hands items representing the latest in Japanese design and technique. Experience the essence of Japanese craftsmanship with WAZA.

Nousaku 能作

WIND BELLS — Using techniques acquired from producing Buddhist altar fittings and hear-repelling bells, Nousaku's wind bells offer the fairness of natural beauty and the clear sound that only brass can produce. They are individually handmade by craftsmen and feature colored glass tips that heighten the appearance of the original material, as in gold itself for Gold, silver plating for Silver and copper plating for Pink Gold.

SUN

These wind bells are made from refurbished hand bells. So they were fashioned to produce both Japanese and Western sounds.

ONION

These onion-shaped wind bells produce the high-pitched tones that are especially beloved by the Japanese. You can clearly hear the difference in tone when compared to the star bells.

HOME

Wind bells are craft works that require extremely difficult fine-tuning of both sound and design. Form is sound and the design will be boring and unappealing. Form is design and the sound will be empty and dull. These bells are designed by Hiroyasu and the craftspeople strive to make them as close to the design as possible while simultaneously crafting them to make the best possible sound. This item is a rare gem that achieves a seamless balance of design and sound.



SUN



ONION



HOME

Daiko Industrial 大湖産業



SUDARE — Sudare are window shades made from bamboo that were used long ago to keep Japanese houses cool. These days sudare are used as curtains and room dividers and sudare made or designed by specialist craftspeople are becoming increasingly popular.

HAND WOVEN SUDARE

Just as the name indicates, hand woven sudare are made by craftspeople who gently and carefully craft them by hand with a loom. These are valuable items are made from linen with cords and bush clover interwoven to create designs and patterns. This method produces a warmth and texture that cannot be matched by a machine.

WASHI SUDARE/SHIJI SUDARE

Washi Sudare consists of washi (Japanese paper) with washi patterns (patterns that feature long visible fibers bonding in all directions) with furo (thin double-hurd made of bamboo) attached. The shades cast by the washi pattern works and the overlapping furo create an object atmosphere. The wash comes in light yellow, white, and light pink.

UNCOVER JAPAN'S REGIONAL GEMS

Though Japan is a small country, each region has distinct features that come across in its food, products, crafts, dialect, and the personality and tastes of its people. Exploring the regional diversity and appreciating each region's unique culture will enrich your view of Japan.

Enjoy Japan in a Day! -Prefecture Specialty Shops in Tokyo-

Today, prefecture specialty shops that promote local products, foods and cultures, are increasing in Japan. Called "furusato (hometown) antenna shops", most of the shops converge in Tokyo, allowing people to enjoy Japan's regional gems in a day.

Here we list the shops located in Tokyo with maps in the Ginza area and Tokyo Station area.

Featured Regions

Otsu City, Tokyo

Okayama Prefecture

Featured Products

Kanasa Miso Products (Aomori Prefecture)

TATENOKAWA Sake & Liqueur (Yamagata Prefecture)

Yamada Nishiki Rice & Ozaki Sake (Hyogo Prefecture)

ENJOY JAPAN IN A DAY!

—Prefecture Specialty Shops in Tokyo—

Although Japan is a small country, it is rich in local cultures. Japan consists of 47 prefectures (similar to states in the U.S.), and the unique regional features of each prefecture come across in its food, products, crafts, dialect, and the personality and tastes of its people. The distinctive nature of each prefecture results from varying geographical features, local climates, and historical background. Within the past five years, the number of shops owned and operated by local governments has increased radically. The purpose of these shops is to promote local specialties

and to share a region's unique culture with the rest of the nation. These prefecture specialty shops are called "hanasato (homestay) antenna shops" in Japan.

Hanasato antenna shops not only sell specialty foods and products but also exhibit crafts and provide local travel information. Some of them give cooking demonstrations and serve freshly cooked specialty foods, such as Okinawa's *santoku andagi* (doughnut), Kagoshima's *satsuma-age* (fried fish cakes), and Hokkaido's melon-flavored soft cream. Also, some prefectures have opened restaurants and

cafes to offer dishes made from locally produced ingredients, cooked with unique preparation methods, and served in traditional ways.

Almost all prefectures have antenna shops in Tokyo. It's difficult to travel all over Japan and appreciate regional specialties one by one, but if you have one full day in Tokyo, you can go hanasato antenna shop-hopping to enjoy them all. Here is a list of the hanasato antenna shops in Tokyo with maps of the Ginza and Tokyo Station areas, where most of the antenna shops are located.





PREFECTURE SPECIALTY SHOPS IN TOKYO

Itakidai Desuka Plaza MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5274-5800
www.desuka-plaza.jp/itakidai.html

Itakidai Foodst MAP2-2

2-3-1 Nishi, Chiyoda-ku
TEL: 03-5275-0700 / www.foodst.co.jp

Aomori Ikenaka-Kan

2-3-11 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5272-6331
www.aomori-kenkan.jp/intermediate/servlet.do

Aomori Prefecture Tokusanka Center MAP1-15

1-3-5 Shinjuku, Chiyoda-ku
TEL: 03-5245-7111 / www.aomori-shop.com

Izumi Ganga Plaza MAP1-12

3-15-1 Senju, Chiyoda-ku
TEL: 03-5274-0292 / www.izumi-gp.co.jp

Akita Furusato-Kan MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5274-5800 / www.a-kita-boukan.jp

Akita Biai-Kan

4-10-1 Takasawa, Minato-ku
TEL: 03-5415-1810 / www.akita-biai-kan.jp

Miyagi Furusato Plaza "COCO MIYAGI"

1-3-2 Hageji-Akibara, Toshima-ku
TEL: 03-5656-3511 / www.cocomiya.jp

Gidai Yamagata Plaza MAP1-11

1-5-10 Senju, Chiyoda-ku
TEL: 03-5276-1760 / www.gidai-yamagata.jp

Fukushima Prefecture Tama Kanko

Kanjo-Kan MAP1-4
2-10-1 Nishi, Chiyoda-ku

TEL: 03-5275-0205 / www.mn.co.jp

Fukushima Ichibu

9-3-3 Higashi-Kojima, Saitama-ku
TEL: 03-5678-2767
www.fukushima-ichibu.com

Kanagawa Hiroba "Hiroba Kan" MAP1-5

2-3-21 Senju, Chiyoda-ku
TEL: 03-5245-4369
www.hiroba-kan.com/hiroba.html

Gunma Soga Information Center MAP1-12

3-13-19 Senju, Chiyoda-ku
TEL: 03-5245-4511
www.soga.co.jp/gunma-gp/info

Saitama Aomori Shop

1-13-12 Nishi-Shinjuku, Shinjuku-ku
TEL: 03-5928-2256
www.saitama-aomori-shop.jp/page_sai_113

Tokyo Ai Land

1-12-1 Nishi, Chiyoda-ku
TEL: 03-5412-4559
www.ailand-ai-land.co.jp

Fuji no Kuni Yamanashi Kan MAP1-4

2-3-4 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5245-1775
www.fuji-no-kuni-yamanashi-kan.jp

Gaunaruwa Nigata Kan N'ESPACE

4-11-7 Inagawa, Shibuya-ku
TEL: 03-5275-7711
www.mn.co.jp/gaunaruwa

Kaga, Iwata, Kanazawa Bide Hanten MAP1-8

1-5-2 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5245-2882

www.kaga-ibata-kan.co.jp

Igawa Prefecture Sukunozaka

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5216-1616
www.pref-igawa.jp/sukunozaka-kan

Igawa Ken Aomori Shop

"Daiichi Saejo Shinjuku" MAP1-14
4-1-1 Tokyo, Chiyoda-ku
TEL: 03-5276-6862
http://shop.igawa-ken.jp

Iki Iki Toyama Kan MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5213-1244 / www.igawa-ken.com

Ishikawa Minami Aomori 256

5-4-41 Minami Aomori, Minato-ku
TEL: 03-5278-0251 / http://kan.256na.jp

Ishikawa Plaza MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5213-4811 / www.ishikawa.jp

Yume Plaza Shiga MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5279-0211
www.yume-plaza.co.jp

Kyoto Kan MAP1-2

2-1-1 Nishi, Chiyoda-ku
TEL: 03-5245-2302 / www.kyoto-kan.jp

Kanagawa Kan MAP1-6

1-4-2 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5216-3911 / www.kanagawa-kan.jp

Kanagawa Gifu-Kan MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5216-8300 / www.kanagawa.com

Shikoku no Miyako Ichibu Plaza MAP1-2

2-10-4 Shinjuku, Minato-ku

TEL: 03-5277-0576
www.shikoku-plaza.jp

Niigatahishi Shimane Kan MAP1-7

1-4-2 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5261-2310 / www.shimane-kan.jp

Osakana Yamaguchi Kan MAP1-5

2-3-4 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5275-1853 / www.osakana-kan.jp

Tokushima Aomori Shop "Hatsukakushi"

3-11-13 Inagawa, Minato-ku
TEL: 03-5652-8163
http://aomori-shop602.com

Kyushu/Hokkaido Tokusanka Kan MAP1-1

2-10-10 Shinjuku, Minato-ku
TEL: 03-5254-7752
www.kancho-kan.co.jp

Miyazaki Kan MAP1-12

1-1-13 Senju, Chiyoda-ku
TEL: 03-5278-0367 / www.miyazaki-kan.com

Kochiyo

2-15-7 Chiyoda-Haneda, Musashino-ku
TEL: 0422-25-1950
www.kochiyo.jp/intermediate

Kochi Market

4-10-1 Tokyo, Chiyoda-ku
TEL: 03-5255-1295
www.kochi-market.com

The Nakatsu MAP1-7

2-10-1 Yasucho, Chiyoda-ku
TEL: 03-5279-1488

Ginza Kanamaru Kan MAP1-6

3-4-16 Senju, Chiyoda-ku
TEL: 03-5272-1747
www.kanamaru-kan.jp

Nagasaki Gyoren Tokyo Chokoku-jo

4-10-2 Tokyo, Chiyoda-ku
TEL: 03-5224-8161
www.fuji-kan.jp/gyorentokyo

Zawo Ono (Nishinomiya) MAP1-8

2-3-2 Senju, Minato-ku
TEL: 03-5263-0332 / www.zawo-kan.jp

Shinjuku Hyakusai Kan "KOBORI"

2-3-1 Nishi, Shinjuku-ku
TEL: 03-5279-7764
www.kobori.jp

Kagoshima Fukuoka Kan MAP1-4

1-4-4 Nishi-Shinjuku, Chiyoda-ku
TEL: 03-5226-0137
www.pref-kagoshima.jp/fukuoka

Ginza Washita Shop MAP1-5

1-4-4 Senju, Chiyoda-ku
TEL: 03-5255-6951 / www.washita.co.jp

*The information displayed here is current as of July 15, 2011.

*Specialty shops managed by villages, towns, and cities are not included in this list.

Enjoy Tokyo 10 Minutes from the International Airport

Tokyo's Ota City is where Haneda Airport, which has direct flights from NY, LA and SF, is located. It can be called the "closest part of Tokyo to America." It is also a place where you can experience the life of a Tokyo resident in the shortest amount of time.

OTA CITY: THE ROADWAY TO TOKYO

In October of last year, a new international terminal opened at Haneda Airport. From the airport, located in Ota City, you can easily access Shingawa and Shingwa in central Tokyo. Ota City is known as the doorway to Tokyo, and it is filled with many charms of Tokyo such as lively shopping streets, quiet residential areas, culturally rich temples, shrines and historic sites, and small factories that support the world's industries. Different from areas such as Akihabara, Ginza and Asakusa which have been altered for tourists, Ota City allows you to see a different side of Tokyo.

OTA CITY FILLED WITH PLACES OF INTEREST

The special characteristic of Ota City is how much of its people has its own distinct flavor. It is the part of Tokyo with the most shopping arcades and walking down them you can see the faces of those who live there. It is particularly vibrant near the JRI Kanetsu Station, where you can satisfy your hunger in a variety of eating establishments as well as enjoy interacting with shopkeepers and their employees as you look for unique items in the shopping district. Also, in the Kamata and Shibuya areas you can find black hot springs which are aptly named "kuroryu" or black water. Hot springs are spots of relaxation for the locals, so make sure to try the kuroryu when visiting. The

seaside district is lined with small factories that boast the leading technology which has supported Japan's rapid growth. Because there are many places to see in Ota City, it is fun to just stroll around. Even if it is on your way to Akihabara, Ginza or Asakusa from Haneda Airport, don't forget to make a stop in this microcosm of Tokyo.

RECOMMENDED TOURIST ROUTES

IN OTA CITY

For those who don't have a lot of time, there are two recommended courses that allow you to tour Ota City in 2-3 hours. The first is the "Kanetsu area walking course." Ride the Keihin Express from Haneda Airport and get off at Keiyo Kanetsu Station. While enjoying the excitement of the shopping district, head towards JR Kanetsu Station. If you get hungry along the way take a break in a restaurant or cafe, and if you get tired recharge your body in the kuroryu. The other course is the "Haneda area walking course." Take the Keihin Express to Asakusa International Station, and visit the temples and shrines in the area starting with Asakusa Inari Shrine. Then walk along Haneda's waterfront neighborhood and finish by sampling Haneda's famous dish of "anago ten-dan" (salt-water eel/temperance rice).

Using the few hours you have before flying home from Haneda Airport to have a taste of the life of an overseas resident is especially recommended. Of course, there are many more tourist spots than the ones listed here, so for more details please check out the following tourist information centers.

PLACES TO FIND TOURIST INFORMATION

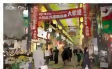
Haneda Airport Ota City Tourist Information Center
Haneda International Airport International Terminal,
2nd Fl., Arrival Lobby
2-4-5 Haneda-Riku, Ota-ku, Tokyo, JAPAN 144-0041

Ota City Industry Plaza Tourist/Industry Information Center
Ota City Industry Plaza 2F, 2nd Fl.
1-20-20 Kamata, Ohta-ku, Tokyo, JAPAN 144-0052
TEL: +81-3-3733-0306

Ota Tourist Association
<http://v-2.jp/english/index.html>



Ota City is located in the southwestern part of Tokyo, facing Tokyo Bay. From Ota City, you can conveniently access Haneda Airport and central Tokyo. There are many reasonably priced lodging facilities in Ota City, making it the optimal base for Tokyo sightseeing.



The shopping arcade in Ota City allows you to experience the life of a Tokyo resident.



Anzai Inari Shrine
Shrine was built in 1618 to protect the people of Haneda from floods. You can appreciate the feel of the good old days of Edo (Tokyo's original name).

Ota City/Inari Shrine
Keiichi Imai



Anago (salt-water eel) is the specialty of Haneda. Don't miss scrumptious anago ten-dan (anago temperance rice) there.

What I like about Ota City is the variety of shops, accessibility, and reasonable prices. It has an extremely lively shopping street, Ikegami-Gori, where the shop owners have a good relationship with the customers. It is a very typical Japanese area, and the people are very friendly and open minded. It is also children and family friendly. There are many kids in the area, and parents so the kids could have fun. Ota City is the area that connects Tokyo and Yokohama, so it is very precious. The train line, Keihin Tokaido line is excellent, you can get anywhere in Tokyo in relatively short time. Also, this area of Tokyo has many trees and flowers, and although it is very city-like, it has a special beautiful green charm to it.

—Evel Edey, Berma, Ota City

A Place Where Traditional, Modern and Natural Co-exist

Okayama Prefecture is the area with the country's most "nice weather days." Because of its warm climate and geographical diversity, a variety of delicious ingredients can be harvested. Many historical ruins remain and there are numerous tourist spots rich with culture.

WORLD-FAMOUS GARDEN:

OKAYAMA KOKURAKUEN

One spot you shouldn't miss is Okayama Kokurakuen, said to be one of Japan's three most famous gardens and a stop-off of three stars in Michelin Green Guide Japan. It was completed in 1700 after 13 years of construction. At the time it was used as a place of rest for feudal lords and to receive guests and through features like the Noh stage and the tea room you really have a sense of what the clan lord lived. This is a stroll through garden that was made for visitors to be able to view the changing seasons as you walk around. There are various flowers such as plum blossoms, cherry blossoms and azaleas in the spring, lotus flowers in early summer and the changing colors of the leaves in autumn, so whenever you visit you can appreciate that particular season. Also, in the tea room located within the garden you can have the actual traditional Japanese cultural experience of drinking matcha (ceremonial powdered green tea) made with Bizen yaki ceramic tea utensils. Okayama Castle is found next to Okayama Kokurakuen and its black lacquered exterior has earned it the nickname of "Crow Castle." Because it is easily walkable from the garden, you will find yourself wanting to pay a visit here as well.

A TASTE OF HISTORY AT KURASHIKI

Kurashiki is located 12 miles south of Okayama City, and here vestiges of the Edo Period remain. Especially in the Kurashiki Bizen Historical Quarter, the white-walled residences and willow trees lining the river make you feel as if you have gone back 300 years



The white wall mansions and willow espaliered along the waterway in Kurashiki City give retro atmosphere.

in time. It is fun to tour the riverside district via boat as if you were in Venice. In addition to the Edo atmosphere, another appeal of the Kurashiki Bizen Historical Quarter is its modern side. The Shiro Museum of Art was Japan's first private Western art museum, with a stellar collection displaying works from first rank artists such as El Greco, Monet and Renoir. Another popular spot is Kurashiki Bay Square, recreated from the remains of a cotton spinning mill. These are all within walking distance, so you can experience their charms in a day. There are also plenty of Bizen-yaki shops where you can peek into along the way.

RICH FOOD CULTURE WITH LOTS TO SAMPLE

Okayama, which is known for its good weather, has many delicious ingredients and food. Bizenso, premium white peaches, is especially famous for the pink and russet varieties of large grapes. Recently Mandarins grapes have received attention. These grapes are jade green and have soft skin that is as well as no seeds, so they can be eaten as is. The season for items like these grapes is limited, but there are also processed goods such as fruit compotes which allow you to enjoy Okayama's fruit throughout the year. They are also perfect souvenirs to bring home to family and friends!

In terms of food, you must try the famous dish Okayama Bizen-zushi. Upon first glance it looks just like chawan-zushi, but it is characterized by its abundance of ingredients. Once you try it, you will see how completely different it is from chawan-zushi. There is a variety of cheap, delicious local cuisine beloved by Okayama residents such as Hirose Fried Soba Noodles and Toyonaka Homage Sauteed Udon Noodles. Also, Okayama has a famous sweet called Kiba Dango (millet dumplings) that you can't leave without trying. Tasting the specialty products and foods that Okayama has to offer will make your tourist experience that much more enjoyable!

Okayama Prefectural Government Tourism Division
2-4-8 Uchibangō, Minami, Okayama-shi
Okayama-shi, JAPAN 700-8578
TEL: +81-86-226-7383
www.okayama-japan.jp



Okayama Kokurakuen Garden and Okayama Castle are located next to each other with a walking distance.



Created over one thousand years ago, the non-glazed Bizen-yaki ceramics are reminiscent of "wabi" and "sabi" elegance.



The mild climate in Okayama is perfect for growing a variety of fruits that are prized for their quality.



Okayama Bizen-zushi is a unique type of sushi that is topped with an abundance of local flavors.

Healthy Life with Innovative Miso Products from Aomori

Known for its health benefits, miso (fermented soybean paste) is one of Japan's staple seasonings. Esteemed miso manufacturer, Kanesa Co., Ltd. has developed new miso products to meet people's lifestyles, which even non-Japanese can easily apply to their diet.

FULL-BOODED, FLAVORFUL MISO IN THE TSUGAURI REGION

Located in the northernmost part of Honshu island, the Tsugauri region in Aomori Prefecture is known for its long, cold winters and is blessed with a pristine natural environment. Kanesa Co., Ltd. has produced miso in the region for about 140 years. Due to the cold climate, Tsugauri miso requires 4 to 5 months for aging while other standard miso takes about 2 months. Through the slow, low-temperature maturation process, Tsugauri miso grows umami (flavorfulness) and as a result, it has a powerful yet round flavor.

INNOVATIVE GRANULATED MISO DEVELOPED BY KANESA

Kanesa has developed miso products that can be easily used and has promoted ways to incorporate their miso products into everyday lives. Mr. Kazuo Takada, planning and development manager of Kanesa Co., Ltd., emphasizes, "There are many ways to utilize miso in your cooking, such as marinating, mixing into sauces and dressings, using for steamed dishes, etc. We are trying to make miso products that meet the fast-paced lifestyles of our modern days." This is why the company developed granulated miso 30 years ago, a first in the miso industry.

Kanesa's granulated miso, called Pola-Miso, is innovative in the sense that it enables simple cooking while retaining real miso flavor and its original health benefits. You might have experienced missing up your cooking tools with miso paste, but Pola-Miso is completely hassle-free while cooking. If you want to make miso soup, just put Pola-Miso in a bowl, add hot water and stir a few times. Also, Pola-Miso dissolves in the

hot water quicker than conventional miso. As for the flavor, unlike other types of instant miso (fresh, powdered and solid types) that lose real miso flavor during their processing, Pola-Miso successfully retains the same taste of real miso thanks to its vacuum-free-drying method. Because the method does not employ a heating process, the microbes in real miso is still alive in this granulated version.

EASY, REAL AND HEALTHY—KANESA'S INSTANT MISO SOUP HAS IT ALL

In addition to Pola-Miso, Kanesa is introducing two other instant miso soup products to the U.S.: Half Salt Miso Soup and Shijimi Miso Soup. Utilizing the same granulating technique, both products allow you to make flavorful miso soup in a flash. But more importantly, they are healthy. Half Salt Miso Soup is a perfect option for those who worry about sodium consumption. Shijimi Miso Soup maximizes the nutritional benefit of shijimi, a tiny saltwater clam. One thing is shijimi is believed to be effective in improving liver function, meaning it's good for hangovers.

MISOCHUP:

HEALTHY SUBSTITUTE IN YOUR DIET

Another introduction to the U.S. market is Miso-chup, a loose paste type miso product that replicates the Aomori specialty of miso ginger sauce. "We developed Miso-chup because we want people to be aware of miso is not only for miso soup. The ketchup-like texture is convenient for use in any type of cuisine," explains Mr. Takada. Slightly sweet with the full flavor of Tsugauri miso and a kick from ginger, Miso-chup can be a healthy substitute for your regular sauce, mayonnaise, and ketchup. Be creative and have fun with Miso-chup to lead a healthy life.

Kanesa Co., Ltd.

(headquarters)
31-02 Nagai, Tsugauri-cho, Aomori,
Aomori City (Aomori), JAPAN 058-1304
TEL: +81-17-63-6611
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50-30 40th St., Manhasset, NY 11760
TEL: 718-298-8888 / www.boski.co.jp



Raj mold is very important for promoting soybean fermentation. Kanesa uses rice raj mold for producing their miso.



Conveniently granulated, Pola-Miso allows you to make miso soup in a flash and expand your cooking repertoire.



Healthy miso products don't restrict your cooking possibilities. Try it with steaks, barbecue, hot dogs, hamburgers, french fries, sandwiches, beans and salads. The sky is the limit!



From left, Miso-chup, Pola-Miso, Half Salt Miso Soup and Shijimi Miso Soup

A New Twist on Traditional Sake From Yamagata

For over 180 years, TATENOKAWA, Inc. has crafted sake locally in the Shonai plain, Yamagata Prefecture. They have brewed sake with "the flavor that makes you appreciate rice". This September, TATENOKAWA, Inc. will finally make its debut in the U.S.

BREWING WITH THE LOCALS

Located in the northern part of Japan and facing the Sea of Japan, Yamagata Prefecture's Shonai region, well known for producing rice, is surrounded by the snow-capped mountains Mount Chokai-san to the north and Mount Gassan to the south. In 1832, about 180 years ago, a vessel of the Utsuguri clan visited the region and was surprised by the excellent quality of the water in the area. He recommended that the local people start brewing sake. This was the very beginning of TATENOKAWA, Inc., which seized the opportunity to use these rich natural resources to brew sake.

TATENOKAWA takes full advantage of the abundant local agriculture, currently obtaining about 90% of their sake rice from local contract farmers. Among several rice varieties, Daisen Senzou was developed in Yamagata and is known for producing mild and easy-to-drink sake. Two of the four TATENOKAWA sakes that are coming to the U.S. derive their flavor from this variety. In addition to producing rice, Yamagata is famous for growing high-quality fruits such as cherries and peaches. TATENOKAWA utilizes these local fruits in their line of fruit liquors. Supporting local agriculture as they brew their sakes, their success contributes to the economic vitality of the region.

TATENOKAWA SAKE IS EVOLVING

Mr. Junpei Sato, the fifth generation president, rebuilt and rejuvenated the brewery, saving it from closing ten years ago. Determined to make only the highest quality sake, he set clear goals to establish a strong foundation for TATENOKAWA brand sake. They would brew genuine daiginjo class sake exclusively with a milling rate of 50% or more, and maintain a flavor that makes one deeper their appreciation for rice.

Mr. Sato's plans did not stop here. He added liquor to their sake lineup four years ago, and he plans a new series to represent the seasons. He also aims to bring TATENOKAWA brand sake and liquor to the world in 2012 and develop it as a global brand. TATENOKAWA under his helm is continually evolving.

TATENOKAWA AND KODAKARA'S ARRIVAL IN THE U.S.

Four types of sake and three liquors from the brewery will soon be available in the U.S. TATENOKAWA 18 Nikaiden Junmai Daiginjo, made from the highest grade sake rice, "Yamada-no-Hisakari" with an 85% milling rate, one of the highest in Japan, boasts a mild flavor with a splendid balance between umami, sweet, sour, and astringent and a round aftertaste. TATENOKAWA 33 Junmai Daiginjo and TATENOKAWA 50 Junmai Daiginjo both use local Yamagata rice Daisen Senzou, with 30% and 50% milling rates respectively. They are refined sakes that pair perfectly with seafood or mountain vegetables. TATENOKAWA Junmai Daiginjo Nigori Nawa Oshirushi is an unfiltered and unpasteurized seasonal sake which uses Yamada-no-Hisakari. As the fermentation is still ongoing inside the bottle, you can enjoy a refreshing sparkling sensation. Mr. Sato suggests, "This sake is better to drink on its own rather than pairing with food."

Bested with a lucky name, KODAKARA, their liquor series includes 18 different varieties produced in Japan, but only three of them will be sold in the U.S. KODAKARA Yogurt Sake uses organic yogurt from the farms at the base of Chokai-san Mountain. It has a sweet flavor so it is best to drink it on its rocks. It can also be enjoyed as an aperitif or a digestif. KODAKARA Yuzu Sake has a distinctive yuzu citrus flavor and can be enjoyed on the rocks. The liquor is best as a digestif rather than an aperitif. KODAKARA Daiginjo Nigori Umeshu is a daiginjo-based light plum sake and it is slightly cloudy with matched plum. The taste is very clean, as even people who don't normally drink sake can drink it with ease. "This plum sake has won 1st place in the "Premier Plum Wine Contest" in Japan in 2010. Mr. Sato comments, "KODAKARA Liquor Series is new to Americas, so I hope you enjoy it!"

TATENOKAWA, Inc.
27 Nishikubo, Sakata-shi, Yamagata
JAPAN 984-0276
contact@tatenokawa.jp
www.tatenokawa.jp



Deeply rooted in the local rice, TATENOKAWA, Inc. takes advantage of natural blessings.



TATENOKAWA sake matures during the winter season, while the Shonai plain is covered in snow.



With solid vision and a positive mind, Mr. Junpei Sato has been at the helm of TATENOKAWA for 10 years. 2012 is a milestone year for TATENOKAWA as they embark on the voyage of bringing its business overseas.



KODAKARA series available in the U.S. From left, Chikai Senzou Yuzen Sake, Yuzu Sake, and Daiginjo Nigori Umeshu.

Yamada Nishiki: Superlative Sake Rice from Hyogo

Among about 80 varieties of sake brewing rice, without a doubt the most esteemed one is Yamada Nishiki. Invented in the 1920s in Hyogo Prefecture, this king of sake rice is inseparable from the reputation of Nada, a section of the prefecture, as the nation's top sake producing region.

THE BIRTH OF THE KING OF SAKE RICE

The Nada section of Hyogo Prefecture is traditionally acknowledged as the nation's top sake producing region, and the high quality rice provided by Tanba and Besshu, areas situated northwest of Nada, supports the quality of Nada sake. It has enabled breweries in the region to rise to a prominent position, graduating about 30% of all sake made in Japan. On the other hand, demanding requests from brewers have encouraged the development of superior rice farming ability. In Tanba and Besshu, farming villages and brewers maintain a system that is a type of exclusive contract for providing and purchasing sake rice. For the village, this gives a sense of security knowing that there is always a buyer for the rice. However, if they fail to consistently provide high quality rice, the village's rating would decrease and the price would go down accordingly. The more serious aspect would be reduction of the contract. As a result the brewers and the rice farmers in the regions have not only cooperated with each other, but also inspired and encouraged each other to improve the quality of sake rice and sake. The Yamada Nishiki variety was invented from such a culture.

THE FARMERS' EFFORTS AND LOCAL CLIMATE

Yamada Nishiki rice has a large grain size and distinctive white core that contains an abundance of starch, which makes it ideal for steaming long grain. The sake made from Yamada Nishiki is characterized as refined yet complex, and it's known to increase its depth of flavor during the aging process. This is why master brewers nationwide seek Yamada Nishiki and yearn to use it to brew their signature sake for competition entries.

Though Yamada Nishiki rice has many optimal features for brewing sake, it is not easy to cultivate. The grains are over 25% larger in size than standard varieties, and moreover Yamada Nishiki grows the tallest of any rice. This means that farmers must make special efforts to ensure that the stalks and roots are strong enough so that the rice doesn't topple over while the large and heavy rice grains are raised to maturity.

Yamada Nishiki rice is mostly harvested in the narrow valley of the Tanba Highlands, located in the north of the Rokko Mountains. The terraced rice paddies on the slope are considered especially ideal due to their excellent drainage capability. The unique climate of the area also helps to grow outstanding Yamada Nishiki. During the summer season when the rice grows to maturity, strong sun rays cause the temperature to rise during the day. The Rokko Mountains towering in the south block the warm air coming from the Seto Inland Sea, causing the temperature to drop rapidly after dark. The difference in temperature between day and night is over 20%. Although Yamada Nishiki is farmed outside Hyogo Prefecture, some of the Yamada Nishiki rice there has smaller grains and no white core. This shows how the farmers' effort and the local climate contribute to the production of the best sake rice. Today Hyogo Prefecture produces 80% of the Yamada Nishiki rice grown in Japan.

TOKUBETSU JUNMAI SAKE BREWED WITH TANBA STYLE TECHNIQUE

The Tanba region not only produces excellent Yamada Nishiki, but also is the birthplace of the Tanba style sake brewing technique. Known as one of the three best sake brewing styles, brewers utilizing the Tanba style are highly skilled and have a solid foundation of knowledge, and this enabled them to establish the foundation of Nada sake. Tanba style brewmaster in Daisaku Brewery, esteemed sake producer in Nada, crafts Tokubetsu Junmai Sake "Yamada Nishiki", using Yamada Nishiki rice and taking full advantage of its unique features.

Tokubetsu Junmai Sake "Yamada Nishiki" boasts a rich, sweet, full-bodied flavor. When you sip it, the well-rounded depth of flavor expands to fill your mouth. The brewer of this sake is particular about its acidity, and sets the alcohol content at 14% in order not to kill this acidity. "Acidity must be felt clearly in the mouth. It can be better described as round acidity rather than stimulating acidity," says Mr. Odawara, brewmaster of Tokubetsu Junmai Sake "Yamada Nishiki". Drink it chilled or at room temperature and appreciate the magnificent balance of umami and acidity.



Nada is a small area facing the ocean, with the Rokko Mountains tower over it. The Tanba Highlands, where quality sake rice is produced, is situated in the north of the Rokko Mountains.



Planting rice is the major event in spring for farmers in Tanba. With heavy rice grains and tall stalks, Yamada Nishiki rice is extremely hard to grow.



Yamada Nishiki rice farmed in the Tanba and Besshu regions helped establish the foundation of Nada as the world's top sake producing region.



Tokubetsu Junmai Sake "Yamada Nishiki" offered by Daisaku Brewery is a lush, full-bodied sake that boasts truly rich flavors and a hint of rice. Its dry finish wonderfully complements rich meats.

Daisaku Sake (U.S.A.), Inc.
48 Venice Ave., Brooklyn, NY 11202
www.daisakusake.com
TEL: 718-456-1818



Conveying Warm Feelings Through Warm Food: New York Cooks for Tohoku

By Taeko Takigami, head coordinator of New York Cooks for Tohoku



Four months have passed since the unprecedented earthquake and tsunami devastated the Tohoku region, the northeastern part of Japan. The disaster deprived more than 15,000 people of their lives and inflicted tremendous damage on the country. We, the Japanese, have received a large amount of support, both financial and emotional, but unfortunately many individuals and organizations have cancelled their trips to Japan because of fear of aftershocks and radiation in this circumstance. New York based chefs, led by Chef Daniel Boulud, made the journey to cook their signature foods for the people in Morioka City, one of the most devastated areas. The operation took place from June 29 to July 4.

It was May 24 when Chef Boulud explained his idea of New York Cooks for Tohoku and asked me to coordinate the project. I instantly became atracted to this idea since I had just been thinking about doing something for Japan after personally having experienced the tragedy there. It was in Yokohama when the earthquake occurred. Yokohama was much less damaged compared to the Tohoku region, but even so, I experienced the apocalyptic time through massive blackouts, drastic transportation and telecommunication conditions, continuing aftershocks and uncertainty from the radiation. Six months after inspired me to volunteer for the project.

Persistence and research are always the keys to making a project successful. Though preparation time for this project was extremely limited, we did our utmost effort to understand the local people's health conditions, taste preferences and any information that we should have known for creating the menu. Some chefs had mistakenly thought that all of the Tohoku area was damaged. So I gave a short lecture to provide them with a general idea about the area and explained that the affected area was mostly coastline facing the Pacific Ocean and there were lots of unaffected areas that could provide quality ingredients.

After the two days of preparation in the kitchen at Sheraton Grande Tokyo Bay, we headed for Morioka City in the early morning of July 3. We had many concerns about the onsite operation, if they would like our food, if anyone would get sick from food poisoning and what we should do if it were to rain hard, to name a few. But everything went well, thankfully, and we served a lunch for over 2,500 people. I believe the success of this project came from all of the participants and all the volunteers shared one clear goal and cooperated with each other to accomplish it.

All the best, we met many people who went through adorably tough experiences: those who lost family, houses, friends, etc. A man who lost everything

at the age of 68 came to us and thanked us with a smile. "I really appreciate you inviting us today." One young mother with tears, "I could not buy a birthday cake for my daughter, so now I'm so happy to see her enjoying the sweets." I was so touched by all of these reactions, and of course receive the participating chefs, and we all received energy from the people in return. I truly hope this New York Cooks for Tohoku project inspires other organizations and people to launch similar projects.

Finally, I express my sincere gratitude to all the volunteers that provided generous support, Xcel Energy & Resources that sponsored this project, Nippon Steel Corporation, Kawasaki Schweitzer PFG, The Peninsula Tokyo, Sheraton Grande Tokyo Bay Hotel, Mexican Wine, Kiri Brewery and Kawasaki City as well as the participating chefs, Daniel Boulud, David Bouley, Floyd Cardoz, Craig Kohlenstein, Tetsuya Goto, François Payard, Michael Romano and Bill Kalousios, as well as Tokyo based Patrice Marinova.

Teeko Takigami

A president of JCI Consultac, Inc., Ms. Takigami coordinates multi-cultural events and campaigns and works to facilitate communication between U.S. and Japanese local businesses. Additionally, she is engaged in the editorial co-production of Katsushika International Edition and strives to bring information about Japanese culture and cuisine to the people of the west.



At the logistic meeting, the chefs got to know more about the area and the local ingredients.



Chef Floyd Cardoz served Chicken Curry with Asparagus and Potatoes. Curry is kids' most favorite dish in Japan. He received two big thumbs up from a local boy.

Chef Daniel Boulud (right) and Chef François Payard (left) at preparation kitchen, discussing the dessert menu.



Morioka City Sports Stadium was the venue for this grassroot lunch. Under the blue sky on the green lawn, people enjoyed the dining.



All photos courtesy of Taeko Takigami

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FLIGHT SCHEDULE

| | | | | |
|--------|----------|------------------|---------------|--------------------------|
| CA 011 | NEW YORK | 12:30 P.M. (JFK) | (Mon/Thu/Sat) | 5:30 P.M. (KIX) KANSAI |
| CA 012 | KANSAI | 12:50 P.M. (KIX) | (Mon/Thu/Sat) | 6:00 P.M. (JFK) NEW YORK |

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Shiretoko, located in the northeast of Hokkaido, provides an outstanding example of the interaction of nature and terrestrial ecosystems as well as ecosystem productivity. Surrounded by glaciers, forest, Shiretoko offers magnificent scenery, including the Shiretoko Go-Kushiro, wetlands, and drift ice in the ocean, as well as a number of marine and terrestrial species, some of which are endangered and found only in this region. The Shiretoko Go-Kushiro lakes are composed of five wetland lakes and are among the highlights of Shiretoko. Since no overflows in or out, the lakes are filled by springs which bring the water constantly clear. No vehicles are allowed, and some areas are closed to public access to preserve the natural beauty. These are places that will greatly excite those who enjoy nature and ocean environments.

Photo courtesy of H. and G. Ishihara
(http://shiretoko-jp.earthlink.jp)

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| 2nd | \$14,150 | \$22,550 | \$28,850 |
| Green | | | |
| 1st | \$32,550 | \$48,250 | \$61,650 |
| 2nd | \$16,275 | \$24,125 | \$30,825 |

EURAIL PASS

For more than two passengers in a group
Roundtrip Tokyo to Osaka \$428 per adult
Roundtrip Tokyo to Osaka \$128 per child

Selected Country Rates

| Country | 1st | 2nd | 3rd |
|---------|-------|------|------|
| France | \$120 | \$80 | \$60 |
| Italy | \$120 | \$80 | \$60 |
| Spain | \$120 | \$80 | \$60 |
| Germany | \$120 | \$80 | \$60 |

* The fee is applicable to US\$100. * The fee is
applied to single days with the average rate of fare.

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An Exhibition of The Final Contestants

This year, Chopsticks NY chose three prominent artists as finalists: Nick Misani, Ponto Ponta and Isabel Roxas. They will exhibit their original artworks in Annex Art Gallery in Chelsea from August 24 (Wed.) to September 2 (Fri.). The opening reception will be held from 6 pm to 8 pm on August 26 (Fri.). Japanese food and drinks, provided by the sponsors listed below, will be served.

An Exhibition of the Finalists

Location: Annex Art Gallery

628 W. 20th St., 2W (bet. 10th & 11th Aves.)

New York, NY 10011

TEL: 212-727-3000 / www.hplry.com

Info: Chopsticks NY

www.chopsticksnyc.com / TEL: 212-431-9970 (x113)

Time: August 24 (Wed.) to September 2 (Fri.)

Opening reception: August 26 (Fri.) from 6 pm-8 pm



VOTE FOR PEOPLE'S CHOICE AWARD

Online voting will end on July 31.

The three finalists created original Chopsticks NY covers with the theme, "Oshogatsu" or Japanese New Year (shown right). To vote for your favorite artist, go to www.chopsticksnyc.com, move your cursor over each image and click to enlarge, and click on the VOTE button.



Nick Misani



Ponto Ponta



Isabel Roxas

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FOOD DRINK GROCERY

RESTAURANT REVIEW

Jukai / IZAKAYA on SMITH / West Udon Izakaya

ASIAN RESTAURANT REVIEW

Nha Trang One

LET'S EAT THE SEASON

Cold Corn Soup with Fried Tofu Crostini

THE KURAMOTO

Asakawa, Co., Ltd.

LISTINGS

Japanese Restaurant

Asian Restaurant

JAPANESE

NEW! Jukai

237 E 12th St., (bet 2nd & 3rd Aves.) East Village, New York, NY 10003

TEL: 212-646-8846 / www.jukai.com

Lunch Tue-Sat 12 pm-2:30 pm Dinner Mon-Sat 5pm-10:30 pm

A culinary power duo from Japan, a chef husband and a sommelier wife, has just launched their restaurant this spring. Meaning "Sea of Happiness", Jukai amazes their clientele by serving unique, modern Japanese from kaiseki style courses to original dishes that incorporate the resources of non-Japanese cuisines. Chef Watanabe has established his career in Tokyo, Paris and his hometown Fuji-Goko, a famous resort town, and developed his own style that can neither be labeled as one cuisine nor described as fusion. He is truly an insatiable explorer of great taste as he smokes his own salmon, makes homemade mochi cheese, and even utilizes unusual equipment such as molten lava for chiu-grilling. "I try to use local ingredients as much as possible, though it's a challenge to duplicate Japanese recipes," he says, implying that he enjoys the challenge. The best way to enjoy Watanabe style cuisine is to try the course menu that ranges in price from \$40 to \$100. The casual atmosphere at lunchtime transforms into a more intimate ambience with dim light and jazz music at dinnertime. With inevitable food, Jukai will become your new secret hideaway.



SHOKADO BENTO



Shokado Bento highlights some of chef Watanabe's signature dishes: 5 pieces of seasonal sashimi, grilled flat eel and vegetables, house-made salmon salad, egg amonji, Japanese style pickles, and grilled fish of the day. It comes with miso soup whose ingredient changes daily and homemade dessert.

3 Best Sellers

■ Shokado Bento (family) \$28

■ Shokado Shabu (dinner) \$28

■ Jukai Course (dinner) \$40-100, 5'00

JAPANESE, SUSHI, RAMEN

NEW! IZAKAYA on SMITH

176 Smith St. (bet. Waveren & Wyckoff Sts.) Brooklyn, NY 11201

Tel: 718-455-0280

Mon-Fri: 12 pm-11 pm, Fri-Sat: 12 pm-Midnight, Sun: 2 pm-10 pm

An izakaya (Japanese-style pub) has finally arrived at restaurant row in the Cobble Hill neighborhood. Located right off the Bergen St. station, **IZAKAYA on SMITH** offers Japanese bar foods in a Brooklyn style, casual-dine space. The organic atmosphere comes from its unique interior design that highlights bare white birch trees and flowery patterned lampshades that cast shimmering, soft light. Here you can enjoy any of the izakaya standards that you can think of, such as yakitori (grilled chicken skewers), takoyaki (pan-fried octopus balls) and okonomiyaki (Japanese pancake). "In addition to izakaya style small plates, we have sushi rolls, ramen noodles, donburi rice bowls and many other Japanese comfort foods that satisfy all customers' palates," says owner of the restaurant. The sake list is simple but carefully selected to pair with their menu. "We try to offer a balanced sake selection



chosen from different categories like takabetsu, junmai, dazeyaki, and nigami, and we are still adding to the list." Almost 70% of them are of the junmai type, which goes especially well with izakaya foods. Try pairing food and sake as much as you want. You are welcome to get tips in this unpretentious establishment.

SALMON MISO, BLACK PEPPER TUNA TAKARI AND TONKOTSU RAMEN

The subtle but tempting color flow of *Salmon Miso* truly makes you think: Is sake. If you are a new fish lover, try their fresh appetizer *Black Pepper Tuna Takari* (big). Those who are in the mood for hearty dishes will be happy about the light and mild *Tonkotsu Ramen* (big or 1/2).

3 Best Sellers

- **Salmon Miso** \$16
- **Tonkotsu Ramen** \$16
- **Clay Pot Pork Bowl** \$11

JAPANESE, UDON, IZAKAYA

West Udon Izakaya

158 E. 46th St. (bet. Lexington and 3rd Ave.) New York, NY 10017

Tel: 212-223-9627

Mon-Fri: 11:30 am-11 pm, Sat: 12 pm-11 pm, Sun: 11 pm-10 pm

For the udon enthusiast that appreciates variety, **West Udon Izakaya** in Midtown is for you. They have a dozen different kinds of udon from classics like *Nabeyaki* to some hard-to-find delights like *Wai Wai Kinoshio Udon*, and *Hyohu Udon* (cold udon) for the summer. The place gets packed with young adults when night falls as an entire izakaya menu gets added to the noodle



menu they have for lunch. Their dinner time izakaya menu is very big on *horomiyaki*, which are cutlets made from cooked beef and pork offal, known as the Japanese culinary tradition as "scamino builders" that are especially effective for combating summer fatigue, and happen to be great with drinks like beer and shochu. They also have daily specials based on the ingredients they have from day to day, never allowing customers to be bored with their menu. But the greatest thing about the place is the prices. Even the many combination dishes of noodles and rice are only \$12.50 and many of the izakaya items are \$2.90 to \$3.90. Also, don't miss the happy hour specials (Mon-Fri 4-7pm), *Danji* dry sake \$3.50, *Yohai* beer \$4 and the *Sapporo* (buck 1/6 bottle) \$18.

HYASH UDON

Hyohu Udon (cold udon) is a special menu for the summer season. It comes with seaweed, horse flax, umami tempura batter, chicken salad and wakana as topping. It is both both ways. The texture of the cold udon is so chewy and satisfying. It is an ultimate summer dish.

3 Best Sellers

- **Beef Bowl and Udon** \$11.50
- **Chicken Flavor Udon with Vegetables** \$8.95
- **Beef Intensive Served in a Hot Pot** \$8.50



Japanese Restaurant Guide

525 Avenue of the Americas, 10th Floor, New York, NY 10011

- Open for Lunch
- Cash Only
- Open for Dining
- Local Favorite
- Japanese Friendly
- Business Center

Chapters available at www.chaptersdowntown.com
Chapters NY available to pick up

Upper West

Upper West Akai Sushi Lounge
807 Columbus Ave. (bet. 17th & 18th St.)
212-961-6328

Upper West Don Matsu
Don Matsu Co. 18 Columbus St.
212-625-6382

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212-961-6328

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212-625-6382

Upper West Ichu Restaurant
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| 50 W 50th St. (bet 4th & 5th Ave.) | 212-751-4750 | \$25 L |
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| 239 W 46th St. (bet 10th & 11th Ave.) | 212-763-0300 | \$15 L |

Midtown West Yummy Sushi



Yummy Sushi offers a variety of delicious, authentic, traditional, and fusion sushi, sashimi, and more. Every station of Yummy Sushi is supervised by a chef. The restaurant is located in the heart of Midtown West, just a few blocks from the Grand Central Station. The restaurant is open 7 days a week, from 11:30am to 10:00pm. The restaurant is located at 36 W 42nd St. (bet 10th & 11th Ave.) 212-462-7100. www.yummy-sushi.com

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| 212 E 45th St. (bet 3rd & 4th Ave.) | 212-363-9400 | \$40 L |
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| 712 2nd Ave. (bet 30th & 31st St.) | 718-682-9800 | \$20 L |
| Midtown East | Azumi* | |
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| Midtown East | DOMOMO-SH* | |
| 121 E 45th St. (bet 3rd & 4th Ave.) | 212-463-0307 | \$25 L |
| Midtown East | 152 Teriyaki Kaisei* | |
| 222 W 134th St. (bet 5th & 6th Ave.) | 212-476-0300 | \$20 L |
| Midtown East | Gyo-Kake* | |
| 400 2nd Ave. (bet 10th & 11th Ave.) | 212-693-0300 | \$40 L |
| Midtown East | Hakushi | |
| 7th St. (bet 10th & 11th Ave.) | 212-693-0300 | \$20 L |
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122 St. Marks Place

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Midtown East **Himalaya Park***
250 York Ave. (bet 4th & 5th St.)
212-693-2668 \$25 (L) \$35 (D)

Midtown East **Hole Cheat Ramen**
260 E. 52nd St. 7th Fl. (bet 3rd & 3rd Ave.)
718-211-1168 \$25 (L) \$35 (D)

Midtown East **Ito 40**
114 E. 42nd St. (bet 3rd & 3rd Ave.)
212-263-6839 \$25 (L) \$35 (D)

Midtown East **Isayaka Karyoku**
229 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-2793 \$25 (L) \$35 (D)

Midtown East **Isayaka Biko**
During 10th Annual Manhattan Festival (20 years), Isayaka Biko offers many special sets of Japanese Isayaka-style food. For 10 days (ends on 10/23), Isayaka Biko will be in the city. Open until 11pm from Mon. to Sat. Also, Isayaka Biko will be in the city. Open until 11pm from Mon. to Sat. \$44 (L) \$54 (D) 212-263-1188

Midtown East **Jahai**
220 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **KAZUSHIYAMA***
111 E. 42nd St. (bet 3rd & 3rd Ave.)
212-263-6839 \$25 (L) \$35 (D)

Midtown East **Karuma Zushi**
70 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Kiku Sushi Restaurant**
14 E. 42nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **KISKA Midtown**
60 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Kisshokyo-Ku**
120 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **KOCHO**
During the regular "Yakitori" season, named after the bird who cooked it, Kōcho will serve up a variety of Japanese-style yakitori (grilled chicken) and other dishes. Open until 11pm from Mon. to Sat. \$25 (L) \$35 (D) 212-263-0771

Midtown East **Koshi-Sushi**
150 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Kyushu***
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Omori***
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Oney***
140 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Restaurant SUSHI***
260 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Sango**
200 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Rensu**
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Sakaguchi***
111 E. 42nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Sakaguchi**
111 E. 42nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Shogun Sea Restaurant**
During 10th Annual Manhattan Festival (20 years), Shogun Sea Restaurant offers many special sets of Japanese Isayaka-style food. For 10 days (ends on 10/23), Shogun Sea will be in the city. Open until 11pm from Mon. to Sat. Also, Shogun Sea will be in the city. Open until 11pm from Mon. to Sat. \$44 (L) \$54 (D) 212-263-1188

Midtown East **Solo TOTTO**
211 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Sushi Time**
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Sushitaku**
200 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Sushitaku***
140 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Takaya***
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Tsukuba**
111 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **West Village Isayaka**
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Yakitori East***
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **YAMIA Restaurant**
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

Midtown East **Korea Town**
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

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Midtown East **Korea Town**
100 E. 52nd St. (bet 3rd & 3rd Ave.)
212-263-0771 \$25 (L) \$35 (D)

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Ennju Set (3 Plate Sushi Set)
10 Sushi Rolls and 15 pieces of Nigiri Sushi

Other sets are available from \$25

Authentic Japanese food at reasonable prices

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Seasonal, Local, Healthy.

Top Monthly Recommendation!
Bel Empire — \$17

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Also available: New York Local 5-Courses — \$45

Two Appetizers for \$6
Normally \$8. \$12 each, but during this time choose 2 items from Chef's Selection Menu for \$6. Also, Chopsticks NY makes our famous Tempura (not normally available) at one of our 2 locations.

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212-777-1978 | www.wasan-ny.com**

A portion of Wasan's sales will go to support the official event of the 2012 Great East Japan Earthquake and Tsunami.

Chosen

Chosen Blue Ginger
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9971

\$25 L
\$15 M

Chosen Cosh Sushir*
300 W. 42nd St. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen SUSHI*
A full-service restaurant
primarily located near busy
square markets, enjoy delicious
and sophisticated food by the
Japanese master. There are
many things to choose from including: home
cooking, sushi, sashimi, and more.
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212-693-9999

\$25 L
\$15 M

Chosen RYON Sushir
400 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen Isakaya Ten
300 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen Matsuo
300 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen Morsay Chosen
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen Minister Sushir*
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen MIZUMOTO
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen Nishi Nishi
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Chosen Tawaki Tawaki
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
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\$25 L
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Chosen Tokyo
Competition new food
restaurant in the heart of the
city. Tokyo and you will love
this place. It is a place where
you can enjoy the best of the
city and the people. It is a place
where you can enjoy the best of
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100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery

Grennery IS EAST
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery Aji Sushir
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery Choko*
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery Mamechi
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery Hane
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
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Grennery Hane
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
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\$15 M

Grennery Kishi Sushir*
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery Mishi*
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

Grennery Momocho
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

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Grennery SUSHIR*
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\$25 L
\$15 M

West Village

West Village 100 W. 4th Ave.
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M

West Village Cho Cho San*
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

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West Village Cho Cho San*
100 W. 4th Ave. (bet. 3rd & 4th Ave.)
212-693-9999

\$25 L
\$15 M



cho cho san
Japanese Restaurant

Prix-Fix Menu Choose one appetizer & one main course

\$22 w/ Sake or Wine (Sunday - Friday)

\$15 for students (Friday and Sat)

All You Can Drink House Sake & Sapporo Draft Beer

Every Night for \$20

Bottle of Wine 1/2 price

Sunday & Monday

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DIFFERENT STYLE
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www.ippudony.com

Mon-Thurs 11am-3:30pm
Fri, Sat 11am-3:30pm
Sun 11am-10pm

*We may close early if the soup runs out.

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Summer Specials!

Summer Specials!

- Garlic Potato: \$5.50
- New Tofu: \$3.50
- Chicken Breast Fillet with Shrimp: \$6
- Tuna Teriyaki with Potato: \$5

28

100 W. 4th St. (bet. Avenue A & B)
212-777-7010
info@kaboyenyc.com / www.kaboyenyc.com
Lunch: Mon-Fri 11am-3pm
Dinner: Sat-Sun 11am-10pm
Fri & Sat 11am-10pm (last order at 11pm)
Reservations accepted (up to 20 people)

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250 West 13th St. (at West 14th St.)
212-693-4000

Soho **NOBU**
100 Hudson St. (at Front St.)
212-693-4000

Soho **NOBU NEXT DOOR**
100 Hudson St. (at Front St.)
212-693-4000

Soho **Renascence**
100 Hudson St. (at Front St.)
212-693-4000

Soho **Sushi Azabu**
100 Hudson St. (at Front St.)
212-693-4000

Soho **Takachichi Takachichi***
100 Hudson St. (at Front St.)
212-693-4000

Soho **Yuki Cafe**
277 West 13th St. (at West 14th St.)
212-693-4000

Soho **Zutto***
11 Hudson St. (at West 14th St.)
212-693-4000

TribeCa
Blue & Moon Sushi
101 Hudson St. (at Front St.)
212-693-4000

TribeCa **Harold's Place**
15 Hudson St. (at Front St.)
212-693-4000

TribeCa **Ozumi**
111 Hudson St. (at Front St.)
212-693-4000

TribeCa **Seaside Sushi***
200 Hudson St. (at Front St.)
212-693-4000

Brooklyn **1st St.**
1st St. (at 1st Ave.)
718-363-7500

Brooklyn **Blue & Moon Sushi**
200 Hudson St. (at Front St.)
212-693-4000

Brooklyn **Rosa***
200 Hudson St. (at Front St.)
212-693-4000

Brooklyn **Rubini**
200 Hudson St. (at Front St.)
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Brooklyn **Santa***
200 Hudson St. (at Front St.)
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Brooklyn **Mikasa**
200 Hudson St. (at Front St.)
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Brooklyn **Izumi Chef House**
200 Hudson St. (at Front St.)
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Brooklyn **IZAKAYA on SMITH***
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Brooklyn **Kappa Sake House***
200 Hudson St. (at Front St.)
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Brooklyn **KO Sushi**
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Brooklyn **Noriko Ramen**
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Brooklyn **Oshima Restaurant**
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Brooklyn **Sakura II**
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Brooklyn **Sapporo House Japanese**
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Brooklyn **Sapporo***
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Brooklyn **Tanaka**
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Brooklyn **Yamato**
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Brooklyn **Zenichiro***
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IN BROOKLYN

IZAKAYA on SMITH
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Angry (new roll) Sandwich
Two Cuts Per Roll of Sushi

Angry (new roll) Sandwich
Two Cuts Per Roll of Sushi

Free For 4 course
menu for \$25
(available everyday
from 5:00-7:00pm)

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www.sugiyama-nyc.com



Other Asian Restaurant Guide

25¢ Always good to arrive when not too crowded to avoid

☐ Cash / No Service ☐ Open for Lunch



☐ Delivery ☐ Take-Out



☐ Reservations ☐ Local Favorite



☐ Reservations ☐ Local Favorite

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☐ Chopped up for pickup only

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212-691-0221

Boon Wah **Dim's**
107 Broadway (at St. N. St.)
212-691-0221

Boon Wah **Dim's**
212 Broadway (at St. N. St.)
212-691-0221

Boon Wah **Shue Lee West**
41 W 48th St (at Columbus Ave)
212-691-0221

Boon Wah **Cafe Esquiro**
138 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Chel Hoi**
110 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Chinatown East**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Li's Noodle & Grill**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Our Place**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Philips**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Phoenix Garden**
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212-691-0221

Boon Wah **Papaya**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Shanghai Pavilion**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Szechuan Garden**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Chin East**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Joe's Shanghai***
140 W 47th St (at St. N. St.)
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Boon Wah **Dim's**
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Boon Wah **Chin East**
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Boon Wah **Ruby Fox's Tamen Sq.**
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Boon Wah **Tang's Pavilion**
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Boon Wah **Wee Ling Yu**
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Boon Wah **Cheung Sang**
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Boon Wah **Grand Sichuan**
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212-691-0221

Boon Wah **Luckee House**
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Boon Wah **Mix Noodle Shop**
140 W 47th St (at St. N. St.)
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Boon Wah **MR K's***
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Boon Wah **Shue Lee Palace**
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Boon Wah **Yee Tung Restaurant***
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Boon Wah **Grand Sichuan**
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Boon Wah **Flamingo Garden**
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Boon Wah **Tan Cottage***
140 W 47th St (at St. N. St.)
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Boon Wah **Chinatown Garden**
140 W 47th St (at St. N. St.)
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Boon Wah **Shanghai Square**
140 W 47th St (at St. N. St.)
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Boon Wah **Dumpling Man***
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Boon Wah **ABC Chinese Restaurant**
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Boon Wah **Chin East**
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Boon Wah **Joe's Shanghai***
140 W 47th St (at St. N. St.)
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Boon Wah **Dim's**
140 W 47th St (at St. N. St.)
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Boon Wah **Chin East**
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Boon Wah **Joe's Shanghai***
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140 W 47th St (at St. N. St.)
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Boon Wah **Joe's Shanghai***
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Dim's**
140 W 47th St (at St. N. St.)
212-691-0221

Boon Wah **Chin East**
140 W 47th St (at St. N. St.)
212-691-0221

こんにちわ
"KONNICHIWA"

Learning? Hello, good afternoon
[img]Konnichiwa is the phrase friends
meeting. Good! It is only evening. Also a
garden's goodby to 'konnichiwa' which
means 'good evening'.

SHOCHUBAR HATCHAN
212-691-0221
OPEN 7 DAYS * 100-1000
www.shochubarhatchan.com

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SAKURAZUKI RAMEN
212-691-0221
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www.sakurazukiramen.com

HIDE-CHAN RAMEN
212-691-0221
OPEN 7 DAYS * 100-1000
www.hidechanramen.com

Discovering True Vietnamese Food in New York

In a place like New York City with so many trendy "Asian fusion" eateries, it is hard to distinguish what is truly "authentic" Vietnamese cuisine, but **Nha Trang One** is the real deal. Co-owner and manager Andy Ho explains that the restaurant was named after the southern Vietnamese beach town from which his family emigrated. Their family-owned restaurant has served home-style Vietnamese food to New Yorkers and tourists alike for more than 15 years.

Unlike other Asian cuisines, Vietnamese food features a more subtle flavor profile, which is not too oily and not too spicy, yet the food is extremely flavorful. It achieves a balance and harmony among all ingredients used in each dish. Mr. Ho emphasizes, "We are trying to be true to our roots while adopting our traditional Vietnamese dishes to ingredients that

are available in New York. Only the freshest ingredients are used, and no MSG is used in the fresh dishes."

Nha Trang One serves up quick, inexpensive lunches to tourists and professionals in the area. In the evening, the restaurant is quickly transformed into a space filled with families, serving larger portions for sharing. They offer delicious family-style dishes such as *Rib and Sour Soup* (\$8.75), *Salt and Pepper Shrimp* (\$12.50), and *Mediterranean Barbecued Pork Chop* (\$8.75). The extensive menu includes classic dishes such as *Pho* (rice noodle soup), spring rolls and summer rolls, along with dishes featuring seafood, beef, chicken and pork. There are a variety of vegetarian options as well. Beer and wine are also available to complement your meal.



► Hot and Sour Soup is a healthy, classic dish. It is always a good starter.



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| Long Mile | Jap Sta |
| 21 Boro St. (at Boro St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Ken |
| 201 Church St. (at Ken & Boro St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Woo Lee Oak |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Oishi |
| 70 Boro St. (at Boro St. & Boro St.) | \$20 L |
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| Long Mile | KOREANA* |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Kali House |
| 201 Church St. (at Boro St. & Boro St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Pinehill |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
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| Long Mile | THAI |
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| Long Mile | Long Grass |
| 201 Church St. (at Boro St. & Boro St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | East Thai |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Sala Thai |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
| 212-243-4895 | |

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| Long Mile | Spice |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
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| Long Mile | Spice |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Wang Ping |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
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| Long Mile | Academy Thai |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Aura Thai |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Bangkok House |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
| 212-243-4895 | |

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| Long Mile | Chin Chik |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Brevo |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Chin House Kitchen |
| 100-100 Boro St. (at Boro St. & Boro St.) | \$20 L |
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| Long Mile | Chang Thai |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Hung & Thai House |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
| 212-243-4895 | |
| Long Mile | Pan Thai 40 |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Pan Thai 40 |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Pan Thai 40 |
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| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Talent Thai Kitchen |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Pad Thai |
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| Long Mile | Panang Chicken |
| 140 Madison St. (at Park & Madison St.) | \$20 L |
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| Long Mile | Regional Thai* |
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| Long Mile | Room Service |
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Culinary Lecture Series Sponsored by True World Foods: SASHIMI TECHNIQUE DEMONSTRATION



Master Chef on Fresh Madai (Sea Bream)

In addition to providing New York City's top restaurants with the freshest and highest quality fish from Japan, True World Foods (TWF), the premier wholesaler and distributor of seafood in North America, promotes the education of young chefs and the transmission of authentic Japanese culinary techniques and culture by sponsoring events, demonstrations and lectures in New York. On June 16th one such demonstration took place at the French Culinary Institute.

The subject of the demonstration was the preparation of a fresh madai (sea bream), which was flown in fresh from Tsukiji Fish Market in Tokyo, courtesy of TWF. The chef and lecturer was Hiroki Murashima, instructor at Tsuji Culinary School in Osaka, and currently at the new highly anticipated restaurant, Brushstroke. Armed with Japanese knives and other authentic instruments, Chef Murashima began the task at hand demonstrating how to fillet and prepare the madai to a room full of culinary arts students hungry for knowledge.

The room grew silent and students watched intently as Chef Murashima began to expertly fillet the fish with a deba bachi (thick filleting knife), while explaining every step of the process. He first removed the head, then the innards followed by the spine and pin bones explaining that the bones could be saved and used to make soup stock. Chef Murashima commented on the importance of skillfully removing the innards, "Removing the innards properly is one of the most difficult and important steps in filleting a fish. Care must be taken so as not to soil the meat of the fish when the innards are removed. This way you can

avoid washing the meat with water as this adversely affects the flavor."

After the removal of bones and innards Chef Murashima quickly produced 4 fillets. A clean cutting board and a longer, more slender knife called a yanagi were used for the next step of the process: slicing and preparing the sashimi.

One Fish, Two Kinds of Sashimi

Chef Murashima's knife effortlessly glided through the fillets as he demonstrated slicing techniques, preparing two different types of sashimi. For the first preparation, he first removed the skin carefully, and then utilized a cutting technique called "usugi-giri" in which the long, thin slices are cut diagonally with the knife at an angle, producing delicate slices of sashimi of a white color but so thin as to appear almost translucent. For the second preparation, the skin was left on and tightened with a technique called "yu-baki". First the fillets were covered with paper towel, hot water was poured over them and then they were quickly placed in an ice bath prior to slicing. This reduces the excess fat and gives a unique texture to the skin while the meat remains raw and tender. The fillet was then sliced with straight, thick cuts producing sashimi that can be eaten with the skin on, highlighting the contrasting textures of the crisp skin and tender meat. This cutting technique is called "irurazukuri". The two styles of sashimi produced quite different textures: the first being extremely soft and delicate, so that it seemed to melt, while the second had more of a hearty, crispy bite.

Delivering the Finest Japanese Seafood Fresh to New York

Have you ever wondered how Japanese restaurants in New York get fresh fish from Japan? The answer is True World Foods (TWF). First, the fish are caught in the regional waters around Japan. They are processed using a combination of Japanese artisanal techniques and state-of-the-art technologies to ensure freshness. The best fish are brought to Tsukiji Market in Tokyo, where TWF selects only the best of the best for shipping to the U.S. Fish are then flown direct from Hiroto to New York, where they are inspected first by the FDA to ensure that there are no elevated levels of cadmium, and then by TWF to ensure freshness and quality. The fish is then delivered to five restaurants in the bi-state area where master chefs transform them into sushi, sashimi and other Japanese delicacies that New Yorkers have grown to love.



Chef Murakami's demonstration impressed the attendees. Pastry student, Arriella, said, "This is all new to me. I learned everything from style of the knife to the cut to the different methods of preparing the fish... I can definitely apply the knife skills to my cooking." Another student, Reid, commented, "This was a wonderful opportunity for new students to get a more in-depth understanding of traditional Japanese cuisine." It is not an easy task to propagate Japanese culinary culture in such a profound way as shown in this lecture event, but TWI's grassroots effort would surely bear fruit.



Instructor Murakami is filing technique around young chefs to be at the French Culinary Institute. He emphasized how to do fish bone through preparation.

Grilled with tomato soy sauce and served with a drizzle of freshly ground wasabi on the side, sea bream sashimi (freshly sliced, skinless sea bream) features a cooling soft texture.



Yubito technique is often employed as sashimi preparation. It gives a crisp texture to the fish skin while effectively removing the cost of the fish.

Maki (sea bream) sashimi with skin prepared with the yubito technique shows completely different texture and flavor from sashimi. It's the delicacy for sashimi lovers.



True World Foods is the primary retailer and distributor of a full line of fresh and frozen seafood and specialty grocery items in North America. True World Foods source quality seafood to the U.S. market directly from Tokyo fish markets.

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Quality Seafood Supporting Refined Japanese Cuisine

Serving a traditional Japanese course menu, the restaurant Bruchstroke then opened in Tokyo this spring already has a great reputation. Its cuisine can't be listed as exactly "Japanese," but the collaborative restaurant of David Bruch and the Tsuji Culinary Institute in Japan intentionally adapts Japanese authentic style and flavor to the local palate. "In Japan, subtle seasoning is appreciated, but it is not easily accepted here. Those who are familiar with western style flavor tend to feel something is missing when they have real Japanese. So we try to add more aroma to our dishes while staying faithful to Japanese cooking methods," explains Mr. Hiroki Murakami, instructor at the Tsuji Culinary Institute and Bruchstroke. "This is just one example among many other details that they have made."



Sea bream with a shiny golden orange color from Hokkaido.

Although a couple of meat dishes are served in their course menu to accommodate western culture, just like in real Japanese their menu is predominantly consist of seafood dishes. Therefore, quality seafood is crucial for Bruchstroke's cuisine. "Seafood from Japan is more flavorful than local ones, so we cannot go without fish directly flown from Tokyo Fish Market. Almost all of the fresh seafood from Japan that we use is provided by True World Foods (TWI). We trust TWI greatly and in effect they are great collaboration with our restaurant," says Mr. Murakami.

Representing seasonality through their dishes is also an important aspect of Bruchstroke's cuisine, and TWI supports that by providing seafood with just the right timing. Starting now, shellfish are going to be in season. Also Japan's summer delicacy of "hama" (salmon) will be coming soon, so there will be a lot to look forward to at Bruchstroke every season.

At Bruchstroke, 8 and 10 course meals are served, in addition to an à la carte menu and sushi.

Bruchstroke

38 Hudson St., New York, NY 10014, TEL: 212-791-3771



Maki (Sea Bream) Nigiri
Nigiri is a vertical-like fish where usually is hot sear. The elegant aroma from the sea bream creates a great balance with the delicate flavor of quinoa. Quinoa foam shatters mushrooms adds another layer of flavor. Kani (caviar) (shredded egg) adds mouth then shredded quinoa and scallop and caviar leaf are added as garnish.



Hokkaido Sea Bream and Summer Vegetables with Jelly and Caviar
Chef Murakami sometimes he use when into an exquisite summer dish. White and green quinoa are slightly seasoned by dashi broth to pair with the rich flavor of sea bream. Squid omelet but with a slightly different texture, jelly and pasta omelette wrap the sea bream.

Let's Eat the Season

-Corn-



Although Japanese do not consume as much corn as Americans do, they still love dishes made with this ingredient. Especially in summer, when corn is at its sweetest and juiciest, they simply eat it boiled or grilled. Grilled corn with salt or soy sauce is a typical food at summer festivals and camp barbecues, so corn is always related to something exciting, fun, and wild. The dish *Mirako-senrei* introduced to us this month, however, is an elegant one, using the traditional Japanese *ringanishi* soup-making technique. It is a soup that maximizes the refined sweetness and creaminess of corn. In the olden days of Japan, you would grind up ingredients in a mortar and add liquid little by little. Today we can use a food processor or blender to make soups easily. But *Mirako-senrei* takes an extra step—straining the soup—so get a smoother, silkier texture. Instead of cream or milk, this recipe uses white miso, making the soup healthier and more Japanese.

Cold Corn Soup with Fried Tofu Croutons



(INGREDIENTS) (Serves 4)

- 2 ears fresh corn
- 1 piece fried tofu skin (abura-age)
- 4 cups *honito dashi* (2½ cup of instant *dashi* bonito mixed with 4 cups of water can be substituted)
- 5 tbsp white miso
- ½ tsp salt
- Soy sauce for brushing on fried tofu skin
- Grated lime zest for garnish

(DIRECTIONS)

1. Heat frying pan and grill fried tofu skin. Brush some soy sauce on tofu

and let it grill until crispy and golden brown.

2. Let tofu cool and cut into one-inch cubes. Set them aside.

3. Cut corn kernels off cobs.

4. In a pot, heat dashi, corn kernels, and salt and let simmer for 5 minutes.

5. Turn off heat and add white miso.

6. Put in blender and mix until smooth.

7. Strain with strainer to get rid of any lumps.

8. Chill in refrigerator.

9. Garnish with grated lime zest and fried tofu croutons before serving.



Tip: Corn is amazingly sweet and juicy this time of year. This soup tastes best when made with fresh, local corn. The fried tofu croutons can also be used to top salads.



MISAKO SASSA Japanese cooking instructor/fired consultant. *Misako* teaches authentic Japanese cooking. Learning is simple, delicious, and healthy home-style cooking using seasonal and local ingredients.
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Cooking rules: japancart.com

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What is Ponzu?

Ponzu is the latest Japanese seasoning that combines the flavor of soy sauce and citrus juice of lemon. Like soy sauce it can be used right out of the bottle and has the perfect balance of salty, tangy and sweet that enhances a wide variety of meats. Drizzle it over broiled meat, chicken, seafood or sautéed vegetables as a final touch to your entrée, or mix it with a small amount of vegetable oil to make a zesty low-calorie dressing for salad.

Line Ponzu with a crisp, citrus flavor of lime and a hint of sweetness is also available.

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PONZU GLAZED CHICKEN



INGREDIENTS (serves 4) (Prep time: 10 min.)

- ☐ 1 chicken (2 1/2 - 3 pounds)
- ☐ 1 cup Kikkoman Ponzu or Kikkoman Lime Ponzu
- ☐ 1/4 cup freshly squeezed lime juice
- ☐ 1 tablespoon lemongrass paste (optional)
- ☐ 1 teaspoon salt
- ☐ 2 teaspoons garlic powder
- ☐ 1 teaspoon ginger powder

INSTRUCTIONS Cut chicken into halves. Combine remaining ingredients. Pour over chicken in large plastic food storage bag. Press air out of bag, close top securely. Turn bag over several times to coat chicken thoroughly. Refrigerate at least 2 hours or overnight, turning bag over occasionally. Grill chicken, skin side down, over medium-hot fire until brown. Turn over and cook until chicken is no longer pink in center.



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THE KURUMOTO VOL. 22

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Since 1871, Asabiraki Co. Ltd. has brewed sake in the city of Morioka in Iwate Prefecture, known for lush cold waters. There, three pristine rivers flow, and inside the city, two springs were selected for the Meishu Hyakusen (100 Greatest Waters of Japan). The abundance of excellent water makes this the perfect place for brewing sake. Under the guidance of Nambu-style brewmaster, Masahiko Fujita, who was selected for the Gendai no Meitoku (Modern Master Craftsman), Asabiraki crafts Nambu-style, smooth, refreshing, and full-flavored sake from lo-

cal Japanese rice, pristine spring water and original kobo yeast. With the goal of "providing joy and happiness to all customers whenever they eat", Asabiraki strives to craft sake that can be enjoyed with any food. As times change, people's taste preferences and eating styles change as well, and these days sake is enjoyed throughout the world. So Asabiraki brews sake that can be paired with various types of foods by combining tradition with new flavors and styles.

There are seven types of sake from Asabiraki

that are available in America. The best-selling, Junmai Daikokucho Sake which features an incredible balance of lightness and bold flavor, four more premium sakes, Gokushu Junmai Daikokucho Kiyokusa, Junmai SAMURAI BLADE, Nambu-ryo Junmai-shu, and Junmai Nigori Yakuzakari; and finally, Une Kaman, the plum wine with a junmai sake base, and Tonya No Sake, the first sake in the world to be made from soy milk.

Iwate Prefecture suffered severe damage due to the earthquake and tsunami on March 11th, and since then residents have been forced to live in austere conditions. In order to help the people ride out these tough times, Asabiraki is donating a portion of its profits. This year, Asabiraki is particularly enthusiastic about brewing delicious sake in hopes that it will be enjoyed by as many people as possible. Through these efforts the brewery will grow and thrive and ultimately aid Iwate Prefecture in a speedy recovery. At the same time Asabiraki is striving to bring the taste of authentic sake overseas.



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THREE THINGS YOU SHOULD KNOW ABOUT ASABIRAKI

Fugaku Brewery Tours

Equipped with both a fly-bird view sky bar and a computerized assembly line, the Sake Asabi Brewery is a landmark that has won the Morioka City Sightseeing Award. Many tourists come every year to witness the Nambu style brewing process. Old woodsmoke that were used over half a century ago have been restored and are being used to brew sake which is available for purchase. At the local sake gift shop, you can enjoy free samples while you shop for local products.



Multi-Cultural Restaurant "Nishi Monte"

Inside the brewery shop at the international restaurant "Nishi Monte", you can enjoy Asian and traditional Western cuisine paired with sake. With the goal of delighting all, they think that can be paired with all types of foods from around the world, the restaurant serves them serving Japanese food. You can also enjoy craft beer from the on-house beer brewery.



Sake that Has Won Multiple Awards

Asabiraki's brewmaster Masahiko Fujita is the present owner of Nambu-style brewing. Under his guidance, Asabiraki has been brewing sake using local rice from Iwate Prefecture, pristine spring water, and original kobo yeast. At the 2010 Sake Masters Competition, Asabiraki's sake was awarded 26 consecutive medals. All of them were gold medals.



Shochu: The Most Promising Artisanal Liquor

Landmark Wine & Spirits in Chelsea has one of the best selections of new and exotic alcoholic beverages in New York City, especially when it comes to Asian beverages. Currently 20% of their entire sales are due to Japanese beverages like sake, shochu, and plum wine alone. Owner, Mr. James Kono gives us his expert opinion on shochu in general and on Kurematsu, a leading brand.

When did you start carrying shochu?

We started carrying shochu about 7,8 years ago. We started off with only 10 different kinds back then. Sake was definitely the more popular product and at that time we had about 150 different sakes. Today, we have about 80 different shochus. It's definitely a liquor we are devoted to today because it has so much integrity and artisanal craftsmanship, and for that reason I believe in shochu very much. We try to carry every new shochu that comes in from Japan to the U.S.

What do you think about Kurematsu?

Kurematsu is a shochu I actually use a lot for experimenting with infusions. It's a product made for a mass market, meaning it's styled so that it's very drinkable for most people. It's smooth and easy to drink, and it's not overly flavored. Although, for most customers, price is an issue, many of our customers tend to go for this bottle because of it's nice packaging, and for the fact that it is made by Suntory, the makers of Yamazaki and Hibiki whisky which are well known here.

What would you pair with Kurematsu?

I don't really like to think of it in terms of pairing because it really is a matter of personal preference. No one wants to be told how to eat or drink something. With that being said, I think Kurematsu is very flexible in application. It can be mixed with pretty much anything for a cocktail, and it can go pretty much with anything in your fridge. Although pairing hard liquor with food is not very common in the U.S., I think it would make a great aperitif with light foods.

What's your favorite way to drink Kurematsu?

Mixed with hot water is the way to go for me. By drinking it slower in a deliberate way, you are able to savor the taste and appreciate the craftsmanship, plus the hot water makes the shochu more aromatic.

What is the reception of shochu now in the U.S., and how do you think it will evolve?

In general, shochu is a beverage that has a stronger aroma than most alcohol, especially the sweet potato shochu. When people here think sweet potato, they think of yam or something really sweet and shochu isn't. So it's a beverage that takes getting used to for most Americans, who are usually averse to things behind Japan's trends anyway. Because it's such a delicious and versatile drink, it may take another ten years or so, but I know that shochu will have its day in America for sure.



Represented by refined whiskies like Hibiki and Yamazaki, craftsmanship is the signature of Suntory's liquors. Kurematsu has a clear yet distinctive sweet potato flavor that is crafted through masterful work.



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code is valid in
COMMENT'S block at
checkout.
Not to be combined
with other promotions
or offers.



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- ♦ Search sake by the grade
- ♦ Post upcoming sake events
- ♦ Browse a sake event listing in NYC

www.sake-guide.com

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Mochi ice cream is an ice cream wrapped inside a sweet rice cake (traditional Japanese Mochi) covering. Please enjoy our Japanese unique Mochi Ice Cream!!

Green Tea
Ice Cream



Mochi
Sweet Rice Cake



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Grocery & Sake Guide

The following is a brief listing where you can find Japanese food and liquor.

- Chopsticks available at www.chopsticksonline.com
- Chopsticks not available to post up

GROCERY

MMT Grocery & Deli

2501 Broadway (bet 14th & 15th Sts.) Japanese

212-249-0500

Delisaba*

100 E. 110th St. (bet 115th Ave.) Japanese

212-366-1201

Katagiri & Co. Inc.*

204 E. 109th St. (bet 107th & 110th St.) Japanese

212-366-1201

Sources Meat Markets*

110 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Yugen

214 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Inc. All Room

214 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Woonjip

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Japan Protein Deal

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

JAS Mart*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

MMT E. Village*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Sources Meat Astor Pl.*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Tokyo Mart*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Pearl River Mart*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Sources Meat SoHo*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Midrange*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Family Market*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H & Y Marketplaces

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart North in 150

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart North in 250

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Union

2102 10th St. (bet 10th & 11th St.) Japanese

212-366-1201

H Mart Williams Park*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Woodside

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Sekiyu-ya

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Great Neck*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

New Japanese Foods*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Shin Nippon Co.*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

DAIDO

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

OS Sakebar

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Fuji Meat Sashimi*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H & Y Marketplaces

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Kore Sea Foods*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

NJURA Market*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

O'sakebar

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Ayumi Market*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H & Y Marketplaces

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H & Y Marketplaces

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Cherry Pl.

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Eaglewood

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Little Ferry

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

H Mart Ridgefield

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Matsuya Marketplaces*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Reliefed Fishbar

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Fuji Meat Sashimi*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Million Acres Market

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Matsuyama

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Tokyo Japanese Store

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

SAKE

Native Wines & Liquors*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Native Wines*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

General Wines & Liquors*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Master Wright*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Amsterdam Wine & Spirits*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Berkman Liquors

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Lowdown Wine*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

MJK Liquor

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

U.S. Super Wine & Spirits*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

UJ DU WINES

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Aster Wines & Spirits

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

SAKURA*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Waycross Wines

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

East Village Wines

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

New York Wine Exchange

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

September Wines & Spirits

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Greenleaf Wine*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

South East Wine

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Albion Wine & Liquors

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Deja Super Market

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

JAPANESE WHOLESALE

Polycorps Food Inc.

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

JFC International Inc.*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Central Book U.S.A. Ltd.

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Seihei Trading Co. Inc.*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

New York Mutual Trading Inc.*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Highway Trading Co. Ltd.*

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201

Wine of Japan Import, Inc.

100 E. 110th St. (bet 107th & 110th St.) Japanese

212-366-1201



JAPANESE GRANDMA'S TIPS

Helpful and eco-friendly tips that have been handed down from generation to generation.

Getting Over Chronic Fatigue

'Ginseng' green tea is a helpful remedy. Add 1 teaspoon of unbleached (pale) plantain and 1/2 teaspoon of soy sauce into a cup of green tea. The rice and bean plants help to boost fatigue. This is effective in treating not only physical but also mental exhaustion.



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UDON: JAPAN'S VERSATILE VETERAN NOODLE STEALS THE SHOW

Ramen is often described as Japan's soul food, but udon is another noodle universally loved by the Japanese. Throughout history it has been more popular than ramen as well as sobo, and with a birthdate of 1300 it is the oldest of the three. Udon is known for its versatility, as it can be served cold or hot and enjoyed all year around in numerous styles. The chilly winter months might have you wanting nabeyake udon (hotpot with various toppings), whereas our current warm weather is likely to make you crave tsukemen (noodle dipper in chilled sauce).

Udon's varieties lie not only with its preparations, but with the noodle itself. Each region has its own type of udon that is quite distinct from others. For example, inawake udon from Aomori is thin, whereas Gunma's Mokuwa udon is the thickest in Japan. Kagawa's Sanuki udon is also known for its thickness and bumpy

Here in the city we have our own Sanuki udon specialty restaurant called Onya, located near the Japanese Culinary Center (JCC). These two entities co-sponsored an udon event led by Onya's Manager Kenichi Watanabe. Watanabe began by highlighting udon's distinct features. It is comprised of the three basic ingredients flour, water and salt, but is kneaded for a long time to produce its firm texture. In the case of Sanuki udon, the noodles are cooked for about 12 minutes, and are removed after boiling and shocked in cold water. This removes the starchy fuel and lowers the udon's temperature to give it its bops.

Watanabe gave a brief demonstration of the start of the Sanuki udon making process by whisking salt and cold water to create 1.5% salinity (ratio of 1.5 oz. salt to 11 oz. water). Following this, air is added to 2.2 pounds of flour before slowly incorporating the salted water and then mixing for 10-15 minutes. The dough is wrapped and kept at room temperature for two hours, which activates the protein gluten that

provides udon with its firmness. The next step is kneading until the dough becomes sticky, when it is put in the refrigerator to rest overnight.

The action then moved from the JCC to Onya's kitchen where pre-prepared udon were being cooked and shown to us via a live feed. Here a new batch of udon is added to a huge pot every 15 minutes, and the water is constantly stirred to keep the temperature consistent. The dishes we sampled were niku udon (hot soup udon noodles with grilled meat) and bakkeke udon (udon noodles with sliced, soupy sauce and various toppings). The broth was a combination of dashi, made up of water, seaweed, bonito flakes and dried anchovies, and tsuyu, made up of mirin, sugar and soy sauce. Both dishes were adorned with veggie (cabbage) and sesame, but the bakkeke had grated daikon radish instead of meat and a slightly sweeter soup.

I spoke with some of my fellow participants as they enjoyed the two udon. 15-year-old Renzo Cruz was joined by his aunt and grandmother Nahma and Norma Tascón. It was Nahma's idea for the family to come, "because Renzo loves Japanese food so it would be good for him to learn how to make it." Renzo commented, "It made me realize how much work goes into noodles!" Norma chimed in, "The fresh taste is so different from what we get at the grocery store." Participants left the workshop with not only satisfied stomachs but noodles to take home, allowing them to recreate the udon experience in their own kitchens.

—Reported by Stacy Smith

Japanese Culinary Center
717 3rd Ave., New York, NY 10003
347 232 8822/2023/ www.japaneseculinarycenter.com/

Onya
1401 49th St., New York, NY 10017
347 232 758-0480



1. Kenichi Watanabe of Onya regales participants with everything they may want to know about udon. 2. The excited Cruz girls chatter all the noodles before they are boiled. 3. Onya's camera men get schooled by participants and can hold a 20-second portion of udon. 4. The simple perfection of tsukemen udon topped with daikon, veggie and sesame.



School Guide

The following is a list of schools where you can find more general info:

- Chapters available at www.chapchickny.com
- Chapters list on table to pick up

LANGUAGE

Upper West **Yuen Tsun Tsai**
685 Broadway Ave (at Amsterdam St.)
212-674-9451 **Japanese**

Midtown West **Real Estate Language Institute**

A multi-lingual real estate school who teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.realestate.com> **Japanese**

Midtown East **Academy Language Institute**
101 E. 40th St. (at Lexington Ave.)
212-674-9451 **Japanese**

Midtown East **Hills Learning**

Hills Learning is a multi-lingual school who teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.hillslearning.com> **Japanese**

Midtown East **the language institute inc.**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Japans Sincere**
301 E. 40th St. (at 2nd St.)
212-674-9451 **Japanese**

Midtown East **Language House**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **PC Tech**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Resort New York**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **ABC Language Exchange**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Tsai**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

East Village **INDONESIA**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

East Village **Indonesian Language**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

East Village **Indonesian Language**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

East Village **Indonesian Language**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

East Village **Indonesian Language**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Westchester **Gal Mithras Language**
PO Box 21000 (at 10th St.)
212-674-9451 **Japanese**

Westchester **Japanese Study Hall**
600 Glen St. (at 10th St.)
212-674-9451 **Japanese**

Westchester **Japan Center School of New York**
600 Glen St. (at 10th St.)
212-674-9451 **Japanese**

Westchester **Japan Center School of New York**

This language program is taught by experienced instructors who speak English fluently. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.japancenter.com> **Japanese**

Westchester **M/Ange Learning Center**
200 Glen St. (at 10th St.)
212-674-9451 **Japanese**

TRADITIONAL

Upper West **Kaneko Japanese School**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Senka School**

This school teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.senka.com> **Japanese**

Upper West **Soyuz Japanese School**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper East **Umenaka Chopin Dr**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown West **Ellis NY Floral Design**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown West **N.Y. Japan Kyushu**

This school teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.nyjapan.com> **Japanese**

Midtown West **NIRAWANUSA USA**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown West **The Nippon Club**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown West **Satan Books and Gifts**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown West **Nippon Club**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown West **Nippon Club**

This school teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.nipponclub.com> **Japanese**

Midtown East **Seibu Powers New York**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Seibu Powers International**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Seibu Powers**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

MARTIAL ARTS

Upper West **Africa Do Jiu Jitsu**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Kokoro Budo Institute**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

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311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **New York Budo**

This school teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.nybudo.com> **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Upper West **Sharyn Miyazaki**

This school teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.sharynmiyazaki.com> **Japanese**

Midtown East **Kendall-Kane Karate**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Kendall-Kane Karate**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

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311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

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311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Kendall-Kane Karate**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Kendall-Kane Karate**

This school teaches a foreign language while also offering a real estate course. They offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese. They also offer a 10-week course in English, Spanish, and Chinese.
212-674-9451 <http://www.kendallkane.com> **Japanese**

Midtown East **Kendall-Kane Karate**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Kendall-Kane Karate**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

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311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

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311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

Midtown East **Kendall-Kane Karate**

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212-674-9451 <http://www.kendallkane.com> **Japanese**

Midtown East **Kendall-Kane Karate**
311 Lexington Ave. (at 40th St.)
212-674-9451 **Japanese**

[illegible]

Chinese Japanese
Korean Thai



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| Homecoming: The Gorge (remains a minor inflexion due to a result of the international film on two occasions) | Tel: 03 2362 1200, 03 2362 1201 (Tokyo Area) 03 2362 1200 info@tokyoryudojo.org | Japan |
| Chikara 6000 10th Ave. Suite 100, San Francisco, CA 94112 415 338 1723 | Chikara | Japanese Grappling |
| Chikara 6000 10th Ave. Suite 100, San Francisco, CA 94112 415 338 1723 | Sachiko Kim & Danzo Co. | Grapple |
| Lower 10th  | Brickheadz of Santa Fe Located in a former law enforcement office, this is the first location to offer a variety of training options for all levels of fitness and experience. The training is designed to be a fun, safe, and effective way to improve your fitness and overall health. | Brickheadz |
|  | Tel: 505 261 1000 & 505 261 1001 505 261 1000 | Brickheadz |
| Brooklyn We are a Brooklyn-based, independent, and professional training center. | Brooklyn-based training | Brooklyn |
| New York 1000 10th Ave. Suite 100, San Francisco, CA 94112 415 338 1723 | Japanese Cooking Studio | Cooking |
| * Chaptals NY available to pick up | | |

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"WE CREATE A WARM ENVIRONMENT FOR YOUNG CHILDREN TO LEARN JAPANESE"

Ms. Marina Krasavina (Friends Academy)

What are the unique ways of teaching Japanese at your school?

First of all, our way of teaching is more like a Japanese language class in elementary school in Japan. Compared to other Japanese language schools, we focus on children who generally have some Japanese exposure in their daily life.

Our whole philosophy is about teaching children to have fun while learning Japanese. We really want them to have a positive experience and try to establish a cozy learning environment. We have a maximum of 7 students per class, so we can give individual attention to each child. This small class size is

ideal for the children to learn to interact with one another in Japanese, not just with the teacher. We also create our own curriculum according to the students' needs and levels.

What do you pay particular attention to when teaching Japanese?

Because the students don't have enough exposure to Japanese in their daily life, we have them read aloud and sing songs to get the rhythm of Japanese. Also, we emphasize precision and correct stroke order over being able to write the characters quickly. But at the same time, we highlight the beauty of kooky characters and let them appreciate it.







How do you encourage your students when they feel discouraged?


When the kids feel overwhelmed, we don't push them too much. We want them to take a break and give them room to go back and enjoy learning Japanese. We also suggest the parents to not drive their children too hard and to allow the children to take a break.

Friends Academy of Japanese Children's Society
343 Lexington Ave., 3rd, 330-A 4th Fl., 5th Fl.
New York, NY 10017
TEL: 212-695-4335 / www.friendschool.org

KOMATSU SENSEI'S MINI LESSON "IRETE" + "BYO"

When children want to play with new friends or join in a game, they often don't have the vocabulary to express their wishes. I suggest that children use the phrase "Irete" (in: "Let me in") to show that they want to join the group. The response from the other children should be "Byo" (in: "Out!"). The dialogue of "Irete" and "Byo" is a good way for children to naturally introduce themselves and become friends.

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Manga & anime REPORT

Yokai & Other-worldly Beings

By Yusuke Nomura

Japanese folklore abounds with stories of spirits, monsters, a-bike (shape-shifting creatures), onigiri, yūrei (ghosts) and other worldly beings of all kinds. Known collectively as yokai, these creatures have long been popular subjects for manga. This month, I'd like to introduce some of the most influential yokai manga titles and authors.

In the 50s and 60s, characters from yokai folklore were introduced into the world of manga changing its landscape forever. The pioneer of yokai manga was Shigeru Mizuki. Born in 1922, he grew up listening to yokai stories told to him by a local woman. He created the classic yokai manga *Ge Ge no Kitarō* in 1959. This phenomenally popular manga thrust yokai into Japanese popular culture and his kumakawa (grotesque yet cute) yokai characters including Medusa Oyaji (Eyeball Papa) and Iruka Manzo (cotton candy) and his gruesome yet humorous, folk-love-infused yokai stories appealed to Japanese of all ages.

In the 80s and 90s Fujiko Fujio led a major influence on yokai manga. Their most famous creation *Danshi no Koi* (The rabbit cat from the future) is recog-

nized as a cultural icon of modern Japan but they also wrote two early children's yokai manga: *Obake no Dango* a story of a mischievous a-bike and his school boy-companion Shota, and *Kobato-kun* (Little Monster) which features a gang of Western-inspired monster characters including Dracula, Wolfman, and Frankenstein. Compared to the gruesome work of Shigeru Mizuki, Fujiko Fujio's yokai manga was lighter, cuter and emphasized comedy. These pioneering works paved the way for a thriving genre and in the 70s many yokai manga and anime titles burst onto the scene.

Long before classic J-horror films like *The Ring* and *The Grudge* terrified the world from the late 90s to 2000s, manga writers were laying the groundwork for the genre in the 70s and 80s with horror stories often featuring yokai. In his *Aiyorei Kachibito* (The Greeting Classroom) in 1975, Kazuo Umezu depicted a school that drifts into an alternate world, a world level in which the students and teachers are the only survivors. In Junji Ito's *Tower* published in 1983, the female embodiment of evil, Tamae works havoc on all those around her, and regenerates after being killed.

Today, the yokai manga genre is more crowded due to the popularity of shounen and zombie titles, which obscure the presence of conventional yokai. However popular and innovative yokai manga can still be published. *Juuyaku* the fantastically popular shounen manga by Rumiko Takahashi, transports readers to a fantastical feudal Japan as it follows

the adventures of the titular character, a half demon-dog yokai and his human companion. *Wotsume Yaghi cho* (Natsu's Book of Friends) and *KOJIKI* (The stories of humans who have the gift of being able to see and communicate with yokai). A unique and sensitive manga, *Ma-kiba* pushes the boundaries of the genre, featuring spirit beings which are similar to yokai but more like embodiments of nature rather than monsters or ghosts. Though there is no single dominant yokai in the 2000s, yokai world battles with anime, video games, and other creatures.

Ge Ge no Kitarō

The quintessential yokai manga by the master and pioneer of the genre, Shigeru Mizuki. *Ge Ge no Kitarō* brought yokai into pop-culture and remained popular over the decades since its creation in 1959. The Yokai characters such as Medusa Oyaji and Nezumi Otoko have become so famous that they are household names in Japan.



Mushishi

Acclaimed for its artwork and original concept, *Mushishi* the manga series by Yuki Uiyuizawa, has delighted critics. The series which features spirit-beings called mushi and a human mushi-master who can interact with them, was adapted for a anime series and a live action feature film. The manga is available in English.



Yusuke Nomura

Writer of anime and manga related products at Goodreads Booksellers. His recent friends from the yokai manga category in Tokyo no Sake was about Kitarō, a young doctor who can talk yokai with the help of his assistant, Kitarō.



Vacation and Back-to-School

Summer, Summer, Summer! Reading, Fashion & Goods

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Shop Guide

The following is a list of shops where you can buy Japanese goods online and/or in person.

- Closures available at www.shopdicks.com
- Closures not available to be closed

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| Upper East 1117 Madison Ave. (bet. 85th & 86th St.) 212-694-4745 | Design Accessories Accessories |
| Upper East 1117 Madison Ave. (bet. 85th & 86th St.) 212-694-4745 | SEIGO KIDWEAR Accessories |
| Midtown West 520 8th Ave. (bet. 34th & 35th St.) 212-694-4745 | Miki House Clothing |
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| Midtown West 410 W. 86th St. (bet. 85th & 86th St.) 212-694-4745 | Kaneshige Bookstore Books |
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TRADITIONAL

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| 160 Lexington St. (bet. 50th & 51st St.) 212-379-6296 | Delicacies | |
| Midtown East | Japanese Culinary Center | |
| 311 3rd Ave. (bet. 34th & 35th St.) 212-677-3223 | Delicacies/General | |
| Midtown East | Mitsuwaka Kitchen* | |
| 665 10th Ave. (bet. 34th & 35th St.) 212-463-7474 | Confectionery | |
| Midtown East | Precision Pottery | |
| 610 Ave. C (bet. 40th & 41st St.) 212-649-6005 | Pottery | |
| Chelsea | KYOTERA* | |
| 300 W. 10th St. (bet. 10th & 11th Ave.) 212-442-4205 | General | |
| East Village | Makuri | |
| 140 E. 10th St. (bet. 10th & 11th Ave.) 212-477-1111 | General | |
| Queens | Katsunaka Museum | |
| 131 Thompson St. (bet. Thompson & Houston St.) 718-945-4232 | General | |
| SoHo | Korea* | |
| 100 W. 10th St. (bet. 10th & 11th Ave.) 212-477-1111 | General | |
| SoHo | KITEYA SORO* | |
| 100 W. 10th St. (bet. 10th & 11th Ave.) 212-477-1111 | General | |
| Queens | Sakura Trading | |
| 60-11 71st St. (bet. 71st & 72nd St.) 718-475-6451 | Delicacies | |
| Chelsea | J-Life International, Inc. | |
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| Manhattan | Manhattan International I | |
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| Online | Western New York | |
| 600 W. 10th St. (bet. 10th & 11th Ave.) 212-477-1111 | General | |

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| Chelsea | Apoda | |
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| Chelsea | Seichi Gallery | |
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| Chelsea | gallery eastvillage | |
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| Chelsea | Gallery Goro | |
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OTHER

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| 100 W. 10th St. (bet. 10th & 11th Ave.) 212-477-1111 | General | |
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How do you find the appropriate solution for each client?

I do a thorough assessment of each new client, discussing how they are feeling and how they want their skin to look, in addition to assessing their skin type from outside. I realize that sometimes their concerns are more than skin-deep; it has to do with their lifestyle. I advise my clients to look at their daily routine

— Are they getting enough sleep? Do they have a balanced diet? Do they have a proper skincare routine? And then I make suggestions accordingly.

Any beauty tip for the summer?

In America it is very popular to tan the skin to an olive color. But this results in exposure to excessive amounts of UV rays, causing not only wrinkles, spots and premature aging, but also an increased risk of skin cancer. Get into the habit of putting on sunscreen before, and if possible avoid sun exposure from 10 am to 2 pm when the sun's rays are the strongest. If you do get sunbaked, be sure to cool and moisturize the skin, drink plenty of water and take vitamin C.

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Beauty & Health Tip from Ms. Takahashi

I believe that your skin reflects your body's overall health, so when you eat is very important. It is easier to create a diet that is composed of meat, fruits and vegetables while adding protein to the meat, such as fish or meat. I make sure to eat plenty of dark-colored fruits and vegetables that contain antioxidants of vitamins and beta carotene, nutrients known for its antioxidant effects. So, my advice is to prepare meals from a wide variety of ingredients. Consume over 30 ingredients per day is ideal for a balanced diet. I always take into account the current condition of my skin and make adjustments to my diet accordingly.



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 212-760-0444

www.tomokoshima.com

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| | | |
|---|-----------------------------|--|
| East Village | Gleba* | |
| 140 Ave. Arden, 3rd & 10th St. | F 100 | |
| 212-771-6252 | M 195 | |
| East Village | Hear Onix | |
| 528 Broadway (bet 2nd & 3rd St.) | F 100 | |
| 212-227-6871 | M 125 | |
| East Village | Hear Matus-Douvanov* | |
| 11-33 Ave. Poe, 2nd & 5th St. (Mott St.) | F 105 | |
| 212-377-4872 | M 140 | |
| East Village | Hicks-Corpe II | |
| 211 E. 10th St. (bet 2nd Ave. & 3rd St.) | F 100 | |
| 212-500-6064 | M 140 | |
| East Village | Salon* | |
| 717 E. 10th St. (bet 2nd & 3rd Ave.) | F 140 | |
| 212-500-6057 | M 140 | |
| East Village | K2 Salons* | |
| 251 E. 10th St. (bet 1st & 2nd Ave.) | F 100 | |
| 212-280-4372 | M 140 | |
| East Village | Kyren Salons* | |
| 618 E. 10th St. (bet 1st & 2nd Ave.) | F 100 | |
| 212-491-4409 | M 100 | |
| East Village | Parlo Salons* | |
| 251 E. 10th St. (bet Ave. A & B) | F 100 | |
| 212-403-6029 | M 140 | |
| East Village | O Hair* | |
| 11 Broadway St. (bet Broadway & Chrystie St.) | F 100 | |
| 212-414-6772 | M 100 | |
| East Village | Parlo Salons | |
| 263 E. 10th St. (bet Ave. A & B Ave.) | F 140 | |
| 212-971-3491 | M 125 | |
| East Village | SEI-TORIKO II | |
| 129 E. 10th St. (bet 1st & 2nd Ave.) | F 100 | |
| 212-453-3223 | M 140 | |
| East Village | SEI-TORIKO III | |
| 240 E. 10th St. (bet 2nd & 3rd Ave.) | F 100 | |
| 212-500-4553 | M 100 | |
| East Village | Shore | |
| 627 E. 10th St. (bet Ave. F & G) | F 100 | |
| 212-971-2271 | M 140 | |
| East Village | Tokunouchi Hair* | |
| 30 Green Street St. (bet Broadway & Chrystie St.) | F 100 | |
| 212-429-7031 | M 100 | |
| East Village | Ueno Salons* | |
| 620 E. 10th St. (bet Ave. A & B Ave.) | F 100 | |
| 212-406-7773 | M 140 | |
| East Village | Yo-E Salons* | |
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| personality, healthy hair and Japanese techniques and a \$1000 hair Salon experience. | | |
| 2151 Ave. 3rd St. (bet 1st & 2nd Ave.) | F 110 | |
| 212-693-2810 www.yo-e.com | M 120 | |

Soho **Lotus Salon: North Means**
34 North Street St. (bet West & 2nd Ave.) F 100
212-473-2487 M 140

Soho **Salon: Maya**
Modern styled by the owner and designer artist. Stylist, Freshness, Salon Maya has highly trained artist in Soho, New York. The salon offers personalized, Japanese style cutting techniques as well as color and hair care services including blow-dry.
148 Sullivan St. (bet W. Houston & Prince St.) F 120
212-494-8001 www.mayasalon.com M 140

Soho **Lotus Salon: Prince St.**
175 Ave. 3rd St. (bet 2nd & 3rd Ave.) F 100
212-473-2487 M 140

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|--|-------------------------------------|--|
| SoHo | Commane Salons & B&B | |
| 101 Grand St. (bet D & E Ave.) | F 100 | |
| 212-384-2472 | M 100 | |
| SoHo | LI Wives | |
| 34 Prince St. (bet Washington St. & 100 St.) | F 140 | |
| 212-493-3091 | M 120 | |
| SoHo | Alonso Salons | |
| 75 Broadway Ave. (bet Prince St. & 100 St.) | F 120 | |
| 212-549-4235 | M 100 | |
| SoHo | Howe Salons NAGA* | |
| 201 Bedford Ave. (bet Prince St. & 100 St.) | F 100 | |
| 212-495-4395 | M 100 | |
| SoHo | Herc's Hair Salons* | |
| 201 Bedford Ave. (bet Prince St. & 100 St.) | F 100 | |
| 212-491-7031 | M 100 | |
| SoHo | Moonlight* | |
| 120 Prince St. (bet Sullivan St. & 100 St.) | F 100 | |
| 212-423-6277 | M 100 | |
| SoHo | Salon: Sorens | |
| 147 Broadway Ave. (bet Prince St. & 100 St.) | F 140 | |
| 212-546-3475 | M 120 | |
| SoHo | Alonso Salons* | |
| 201 Prince Ave. (bet Prince St. & 100 St.) | F 140 | |
| 212-493-3091 | M 120 | |
| SoHo | Katsuki Salons* | |
| 200 Broadway Ave. (bet Prince St. & 100 St.) | F 100 | |
| 212-543-4335 | M 140 | |
| SoHo | Michele Beauty Salons | |
| 147 Broadway Ave. (bet Prince St. & 100 St.) | F 100 | |
| 212-543-4335 | M 140 | |
| SoHo | Salon: Tere | |
| 147 Broadway Ave. (bet Prince St. & 100 St.) | F 100 | |
| 212-543-4335 | M 140 | |
| SoHo | Stash Hair Salons* | |
| 100 Broadway Ave. (bet Prince St. & 100 St.) | F 140 | |
| 212-493-3091 | M 140 | |

SPA

Midtown-West **Easy Lash Hair Removal***
147 W. 25th St. (bet Broadway & 1st Ave.) F 100
212-493-6371 M 100

Midtown-West **Wine Day Spa**
12 W. 14th St. (bet 1st & 2nd Ave.) F 140
212-571-2915 M 140

Midtown-West **Finest Laser**
214 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-571-2915 M 100

Midtown-West **SPAZZLA: New York**
716 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

Midtown-West **Have Day Spa***
201 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

Midtown-East **HIGHFLOWER SPA***
10 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

Midtown-East **OLIVE TREE SPA***
24 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

Midtown-East **Aqua Wellness Spa**
10 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

Midtown-East **YNE SON HOUSE***
10 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

Midtown-East **Fathyma Living**
10 W. 14th St. (bet 1st & 2nd Ave.) F 100
212-493-6371 M 100

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② Kintaro
③ Chikara
④ Shashiro

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| Debra | Supple Skin |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| East Village | TAMAGO Skincare |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Lower Mid | Corina Beauty Center |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Lower Mid | Facial Spa |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Lower Mid | KSS BEAUTY SPA |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Boho | Spicy Thyme Hair Salon |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Debra | enjo de dorocosa |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |

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|--|----------------------------|
| Debra | Spo Castle |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Wendy | enjo de dorocosa |
| 101-110-4333 or 101-110-4333 Tel: 704-433-8627 | 201 St Tel: 704-433-8627 |
| Yan | King SPA Fitness |
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*consultation is recommended

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www.interestclub.com/usa/

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www.JSHOPPERS.com

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www.kyotofu-usa.com

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www.magurointernational.com

10 winners



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The Midtown spa, Nihon Day Spa
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1 winner



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The pocket-size professional camera boasts surprising
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CALENDAR

EXHIBITION

PERFORMANCE

LECTURE / FORUM / FILM / FESTIVAL

EVENTS

HAPPENINGS

JAPAN EARTHQUAKE AND TSUNAMI INFORMATION





Exhibition

August 3-27 FREE

Planet Alert: Multiple Artists Express Concern for our Planet

Gallerystonewyorklight

The bombings of Hiroshima and Nagasaki which occurred on Aug. 6 and 9 respectively in 1945 are still a powerful cultural memory for many Japanese, making August an important and solemn time. The disaster at the Fukushima Dai-ichi nuclear plant has reopened those old wounds, causing many Japanese, and people throughout the world, to be concerned for the future of our planet. Multiple artists will express these concerns in "Planet Alert," an exhibition taking place. The following artists will be contributing: Mikiko Katoa, Hiromi Taniguchi, Saeo Ikeda, Shiori Wada, Kazuko Miyamoto, Kohshi Iwata, Tomoko Sugie, Gerald Jackson, Takeshi Arita, Ayaka Sando, Samantha Lee, Angela Valera, Eric Gombing, and Kaito Matsui. The exhibition opening will be held on Aug. 3 from 6-8 pm.

Location: 129 Broome St., (bet. Bedford & Canal St.)
New York, NY 10002
TEL: 212-676-6144 / www.gallerystonewyorklight.org

August 24-September 2 FREE

The 4th Annual Chopsticks NY Cover Artist Contest: An Exhibition at the Frick Collection

Chopsticks NY / Annex Art Gallery

This year, Chopsticks NY chose three prominent artists as Exhibit: Nick Mwangi, Panto Panto, and Isabel Rocco. They will provide cover art for the issues of 2012. The exhibition features original works of all three artists. Opening reception will be held on Aug. 26 from 6 to 8 pm.

Location: Annex Art Gallery
 129 W. 26th St., (bet. 10th & 14th Ave.), 2nd Floor, New York, NY 10001
TEL: 212-253-0030
www.chopsticksny.com
TEL: 212-676-6144 (x112)

Performance

September 10

The 4th Annual Cayce White Memorial Concert

The fourth annual Cayce White Memorial Concert will be held at the New York Society for Ethical Culture Concert Hall on Sept. 10. This year, Gregory Singer and his Silverstein Symphony Orchestra will perform Rachic Smetana's "Má Vlast" and Jean Sibelius's "Vieland." Featuring the choral group Japan Choral Harmony. In addition to the orchestra performance, three artists are joining the concert from areas in Japan that were most affected by the latest earthquake. The artists include: J-FOP singer Kiyotaka (from Sendai), Jamaican reggae singer Miki Bely (from Hiroshima), Heeoon (from Fukushima).

Location: 21 W. 44th St. bet. Central Park West

New York, NY 10023
TEL: 855-450-8818
<http://thefourthannualcaycewhiteconcert.com>
 For tickets: www.cayce.com



Lecture/Forum/ Film/Festival

August 18 FREE

Fresh Okinawan Dance, Drama, Lecture & Workshop
Nezuko-Kai Ryukyuu Dance School

Junko Tisher, an Okinawan dancer and instructor, introduces three types of traditional dances, classical song and folk songs, accompanied by her Sanyan Instrument. On Aug. 18 from 6-7:30 pm, Junko will perform a 90-minute program as part of an ongoing educational program on Japanese dance sponsored by the Queens Library. The program includes a lecture on the background of Ryukyuu Court dance, no dance, and traditional music. Junko will also offer folk dance lessons to participants. Children are welcome.

Location: Queens Library, Flushing Branch
 85-15 Main St., Queens, NY 11355
TEL: 718-458-1800 / www.junkotisher.com



August 20

Traditional Japanese Music Gagaku Workshop

MTC Inc.

At the Tei Cultural Institute, four professional gagaku players will instruct this form of traditional Japanese music in a workshop produced by MTC Inc., entitled "Ten, Ten, Lesson and Experience GAGAKU1". Gagaku, or elegant music, was brought into Japan from the Tang Dynasty Court in China and other Southeast Asian states during the 8th century. In Japan, the music was refined and developed over many centuries. Today, this music is still part of the ceremonies of the royal family and state shrines. At this workshop, participants will learn to be beautiful harmonies, learn the instruments, and even experience playing this wonderful music.

Location: Tei Cultural Institute
 434 W. 136th St. (bet. 134th & 138th Ave.)
 New York, NY 10040

TEL: 212-645-2800

Info: J2@aol.comwww.kanegashi.com/kyogeshi.html

Event

July 25 - August 5

Nathan Restaurant Week

Kanegashi / Kanegashi Too



Located in Jersey City, Kanegashi has served fresh sashimi and traditional Japanese favorites for over 15 years and its sister restaurant, Kanegashi Too has served modern Japanese for about 10 years. This year, Kanegashi and Kanegashi Too will be participating in "Nathan Restaurant Week" by offering a nice selection of gourmet pla-

ter menus. Throughout the week, you can enjoy a special three-course, prix-fixe lunch (\$15-\$18) and dinner (\$25-\$35). Prices are per person and do not include beverage, tax or gratuity.

Location: Kanegashi

102 Montrossy St., Jersey City, NJ 07310

TEL: 201-433-4567

Kanegashi Too

44 Pennsauken, Jersey City, NJ 07310

TEL: 201-523-8988

www.kanegashi.com

August 2-7

Silver Week

Cowlicks Japan

Looking to improve better health for senior citizens, Angel will see the first "Silver Week" event at Cowlicks Japan. Senior citizens, 60-years of age and older are invited to have a 45-minute shiatsu massage between 12 pm-1 pm at the special rate of \$30. "Silver Week" will be held the first week of every month. Appointments are required on Tuesday and Sunday and women's are welcome Wednesday thru Saturday. Please call for more details.

Location: 137 W. 19th St., (bet. 4th & 26th Ave.)

New York, NY 10011

TEL: 212-247-2529

August 18 & 20

A Mid Summer Night's Sale

ASPEC / Wasee

Drumming from 5-8 pm. Parking is limited, so use the Midway Shuttle from NYC Port Authority or take the NJ Transit Bus # 158 or 165.

Location: 215 River St., Edgewater, NJ 07020

TEL: 201-941-8112

www.mitsuwatoy.com/englab

Event Feature

August 13

Mitsuwa Marketplace Summer Festival

In the midst of high summer, Mitsuwa Marketplace's parking lot, on the Hudson River side, will transform into a Natsu Matsuri (Japanese Summer Festival). Over 15 booths will be on display, enhancing the festive mood. Exciting activities and booths include: yoyo, soccer, baseball, soccer, kick-box, games, and a-mat (Japanese maki). Food vendors offer cotton candy, curry rice, tempura rice, gyudon (beef bowl), food, green tea, grilled lobster, grilled scallops, okonomiyaki (Japanese pancake), yakisoba (pan-fried noodle), yakitori (chicken skewers), shaved ice and more. Teika drumming performances will be held every hour. The festival culminates with Bon Dance & Taiko Musubi.

On Aug. 18 and 20 from 5 to 11 pm at Mitsun restaurant, the Akita Sake Promotion and Export Council (ASPEC), a consortium of 5 dynamic, award-winning, distilleries from Akita Prefecture in northern Japan, presents "A Mid-Summer Night's Sake." Featuring a variety of specially selected ASPEC sake, a surprise cocktail and summer dishes that whimsically interpret Shikigami's comic play. Call for reservations.

Location: Mitsun

384 E. 48th St., (bet. 3rd & 2nd Ave.)

New York, NY 10003

TEL: 212-200-7678

www.aspecsake.comwww.mitsun-ny.com

August 23

Summer Festival at Robatayaki Specialty Restaurant

Robatayaki

A robatayaki (charcoal grilling) specialty restaurant in the East Village, Robatayaki presents a "Natsu Matsuri" (summer festival). The event will feature festival games and activities like darts, water balloon games, prizes of beer and sake, and a display of swords. Customers wearing yukata will receive 20% off coupons. There will be plenty of seasonal foods and delicious Japanese robatayaki barbecue.

Location: 231 E. 46th St., (bet. 3rd & 2nd Ave.)

New York, NY 10003

TEL: 212-678-8474

www.robata-ny.com

September 15

Sake Expo & Food Show 2011

JFC International, Inc.

JFC International, Inc. will hold its annual food and sake tasting event, the Sake Expo & Food Show 2011 at the New Yorker Hotel. The event will feature new products from Japan, a sake serving demonstration by brewers from Japan and lots of sake and food from over 46 Japanese companies. Please note that this is a business-to-business event, and is open to restaurant and retail operators only.

Location: The New Yorker Hotel
487 8th Ave., 3rd Floor
New York, NY 10011
TEL: 212-434-4805
www.ny.ny.gov

Happenings

Special Conditioning Treatment Offer for Chopsticks NY Readers

Tamako Shima Hair Salon

Known for their comfortable environment and highly skilled stylists, Tamako Shima Hair is now offering a free Nagile NY Conditioning Treatment for \$35 (with hair cut only). This special conditioning treatment transforms the hair, creating a brilliant shine, healthy bounce and a super silky feel. Please note that the Nagile NY Conditioning Treatment offer cannot be combined with Tamako Shima's 20% off grand opening promotion. Be sure to mention Chopsticks NY to receive this discount, valid until the end of August.

Location: 37 E. 42nd St., 3rd building & 3rd floor
New York, NY 10017
TEL: 212-759-8828

233 W. 146th St., 3rd Fl. & 8th Ave.
New York, NY 10037
TEL: 646-638-6227
<http://www.tamako-shima.com>



**New Deal! Sakuramba Tea
LUPICIA Fresh Tea**



Hot guys will show off their bodies and battle it out in just their swim trunks.

Soccer Freestyle Battle

A soccer freestyle battle in which competitors show off their ball handling skills, juggling and manipulating the soccer ball in any way they choose. Competitors from various countries including of course, Japan, will battle for the pride of their country.

Feel the excitement of Japanese Sumo Matsuri

Location: Madison Ave. and 46th St., New York, NY 10017
www.sportsbible.com



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Tea tastes. LUPICIA offers more than 400 kinds of fresh teas throughout the year, ranging from seasonal teas to their original blends of flavored teas. Now, you can enjoy LUPICIA's popular Sakuramba tea anytime of the day or night with their "new" Deal! Sakuramba black tea blend: a delectable black tea flavored with Japanese Cherries, which has a sweet and fruity aroma. One 1.76 oz (50g) pack is \$8 and a 10 teabag box is \$8.50. For more information, please visit their website: <http://www.lupicia.com>

Summer Specials at Ramen & Tapas Place

Kakugo

Kakugo, a ramen and tapas restaurant in the East Village, is currently offering a glass of Sapporo draft beer for \$1.99 as part of their Summer Specials. Other Summer Specials items include their new appetizers such as Garlic Potato (\$1.50), Mini Toku (\$1.50), Chicken Basser Frites with Swiss Leaf (\$5), and Tuna Tartare with Pesto Sauce (\$10).
Location: 536 E. 5th St., 3rd Floor, E.R.V.

New York, NY 10009
TEL: 212-777-7010
www.kakugoyam.com



Special Massage Package Deal for Chopsticks NY Readers

Edo Holistic Center

Located in Midtown Manhattan, Edo Holistic Center is New York City's premiere Japanese massage & spa salon, specializing in Shirotsu massages and healing the soles. They are now offering a 90-minute package for \$68 (reg. \$140), which includes a 60-minute massage plus a 30-minute kampo herbal sauna and shower. Please mention Chopsticks NY to take advantage of this exclusive deal. Offer ends on Aug. 31.

Location: 27 E. 46th St. 2nd Fl., 3rd Fl. & Midtown Ave.
New York, NY 10017
TEL: 212-697-2443
www.edocenter.com

Special Appetizer Menu with an Extra Option for Chopsticks NY Readers

Masao

Masao, the Japanese restaurant located in the East Vi-

Event Feature

August 21

Japan Block Fair

This year's Japan Block Fair will be held on Aug. 21 on Madison Avenue and 44th Street. It's a chance to experience a Japanese summer festival in the middle of New York City. There will be 60 stalls selling Japanese food and merchandise in the street. With a wide range of Japanese food, arts, crafts, services, and performance, there is plenty to do and see for everyone. Some of the highlights you can't miss are:

Fajuno-ya Yukioka

The 2 time winner of Japan's 8-kyu Gourmet (Gourmet food fest) competition, Fajuno-ya Yukioka will participate in the fair for the first time. This hearty Japanese features firm noodles with a good bite mixed with pieces of meat with rich sauce.

Ikemen (hot guy) Contest

Carrying the Ikemen Contest tradition from last year, this year there will be a women's contest, too.

large with the motto "seasonal, local, healthy", is offering a special Chef's Selection Appetizer menu during August from 5-7pm. The appetizers, regularly \$18-\$20 a piece will be available for 2 for \$18. Plus, Chopsticks NY readers will be able to select tempura (2 shrimp and 2 vegetables), which is not normally available on this menu as one of their appetizers. Also from 5-7pm Sapporo-draft beer will be available for \$4 (flag \$7) and select sake will be 25% off.

Location: 88 E. 4th St., 2nd fl. at 2nd Ave.
New York, NY 10002
(R) 212-222-1927
www.chopsticks-ny.com



New Sushi Party Set for Delivery

The casual, conveniently priced Japanese restaurant, *wasabi*, has introduced a new sushi set for delivery: the Crayp Set, which is perfect for a small party. The set, which costs \$52, and serves 6-7 people, includes 10 sushi rolls such as Dragon Roll, Shrimp Tempura Roll, Salmon Roll and Crispy Crab Roll and 15 pieces of nigiri sushi. Six other sets are available from \$25 and catering sets can also be made to order. Call for more details.

Location: 212 E. 14th St., 2nd fl. at Ave. A, Brooklyn
New York, NY 10002
(R) 441-224-7004



25% Discount On All Lenses Facial Index

Facial Index offers handcrafted eyeglass collections that specialize in vision technology and attractive designs directly from Japan. From now until the Labor Day week

end, Facial Index is offering 25% off of all lenses. Don't miss this great opportunity to pick out your new look before the school year begins. Offer ends Sept. 5.

Location: 784 Grand St.
(bet. Mercer & Green Sts.)
New York, NY 10003
(R) 464-413-1818
www.facial-index.com



Feng Shui Store Moving Sale

Feng Shui Fortune Center is moving their Midtown New Jersey location to Jersey City, NJ. The Manhattan location will continue normal operations. During July they will conduct a moving sale in both Manhattan and New Jersey locations. All items over \$20 will be 30% off. Feng Shui Fortune Center is dedicated to Feng Shui, the Chinese art that increases the flow of energy from the surrounding environment. They offer the highest quality, genuine, certified Feng Shui items and power stones.

Location (New Jersey - Closed on July 24):
285 River Road, Jersey City, NJ 07310
(Manhattan)
179 E. 4th St., (bet. Lexington & 3rd Ave.), 2nd fl.
New York, NY 10003
(R) 767-602-4774
www.fengshuifortune.com
www.mysticflagship.com



Free Purifying Body Spray for Chopsticks NY Readers

wasabi

Anti-aging specialists, *wasabi* specializes in eliminating Naresil, the cause of PDI (Oxygen Radical Oxidation). Naresil is a condition that releases unpleasant odors from the body and was identified in 2001 by the Japanese cosmetic company. Many people over 40 experience Naresil, but are unaware of its source or how to fix it. Now when you make a purchase, you will receive a Purifying Body Spray (flag \$14) for free! Enter "Chopsticks NY" in the Comment field to receive this exclusive promotion. Offer ends until the end of July.
(R) 212-442-1311 / www.wasabi.com



Custom Fit Longare Summer Clearance Sale

Ripple

Until the end of August, the custom fit lingerie store, Ripple is conducting a summer clearance sale. From bras to New York, a brand renowned for its supporting and shaping clothing. Secret Girdle 3/4 cup bras will be available for \$20.30 (flag \$79). Mold Here Wee bras for \$49.60 (flag \$55) and bra sets for \$59.45 (flag \$73). Matching bottoms will also be discounted between 30% and 50%. From the luxurious brand, corsets, baby dolls, pajamas and sleep wear will be up to 70% off. Customers who bring this article to the store will receive a free sample of special *Impress* laundry detergent and \$5 off any purchase over \$50 excluding sale merchandise. Also, Yuki Hynde is back to present her shape wear line Yuki Inc. See her on July 21 at the Midtown Avenue location, from 1-7 pm. The store is expected to be very busy during the sale so please schedule an appointment for fittings.



Location (Manhattan): 44 Madison Ave., 2nd fl. at 2nd St.
New York, NY 10017
(Midtown) 125-20 26th Ave. Sun. 11-7 PM, Midtown NY 10019
(R) (Manhattan) 212-699-2523
(Midtown) 718-353-1343

90% Off Anti-Aging Treatment For Chopsticks NY Readers

Hana Day Spa

Anti-aging expert, Hana Day Spa specializes in a skin renewal technique known as the Lymphatic Drainage Technique. Lymphatic Drainage is the process in which lymphatic fluids are circulated throughout the body to remove toxins and waste build up, therefore removing wrinkles, cellulite, hemorrhoids, and other skin related conditions. Since Hana's grand opening, Hana Day Spa is offering 90% off of this treatment to Chopsticks NY Readers. For more information, please call or visit their website. Offer ends Aug. 31.

Location: 298 E. 46th St. 2nd fl., (bet. 2nd & 3rd Ave.)
New York, NY 10017
(R) 212-649-4887 / www.hanadayspa-ny.com

Class Air Special Travel Package to Japan Kinkaku International

In a new partnership with Class Airline, Kinkaku International is offering, for the first time, an extremely affordable air and land package to Osaka, Japan in cel-

destination of China Airlines' long-range, non-stop flight service. For only \$1199, this exclusive Korea travel package includes round-trip airfare on a China Airlines plane from New York's JFK Airport to Seoul's Incheon Airport, a 3-night hotel stay in Kyoto at the Kyoto Tokyo Hotel, and also the option to extend your stay in Kyoto or anywhere else in East Japan and experience its beauty at an affordable price. For more details and information, please call or visit Korea's website.

Location: 1290 Avenue of the Americas, Ste. 900
Bus: 3rd & 129th Sts., New York, NY 10019
TEL: 800-432-0100
ad@japankorea.com
www.japankorea.com



Feather Hair Extensions

Solisa Muse

Located in SoHo, Solisa Muse's experienced staff of hairstylists and make-up artists continuously strive to create a comfortable salon space for customers. Now Solisa Muse is offering Feather hair extensions, which is the latest way to create visually stunning effects, colors, and patterns by using natural highlights. Their wide selection of

extensions come in beautiful, natural tones to blend in with your natural hair color and it is also easy to maintain. If you're looking to add a little flair to your current style, this could be a great solution. Feather hair extension prices are \$70 and up.

Location: 154 Sullivan St.
Just W. Houston & Prince St.
 New York, NY 10012
TEL: 646-484-8223
www.salisamuse.com
SalisaMuse.com



30% Off Summer Sale

Kiyoko SoHo

Located in the heart of SoHo, Kiyoko offers an assortment of traditional Japanese craft items such as kitchen accessories, fabric, paper, and kids' clothing — all from Kyoto. For the summertime, Kiyoko is holding a big sale on spring and summer items. All specially selected items are more than 30% off, and some yukata are on sale too. Come early for best selections. Don't miss out on this great opportunity to take home a little part of Kyoto. The sale continues until the products last.

Location: 444 Broadway St., (bet. Market & Green St.)
 New York, NY 10013
TEL: 877-299-7581
www.kiyoko.com

Happy Hour Price-Fix Course Menu and One Free Beer for Chopticks NY Readers

Yuka Restaurant

"Destination restaurant", Yuka Restaurant is the last village in town offering a happy hour price-fix course menu from 5:30 pm-7:30 pm for \$25. Enjoy their dishes prepared by the former Hakkai restaurant chef at an unbeatable price. Also, don't forget to mention Chopticks NY when ordering the price-fix menu, they'll offer you a free glass of beer along with your meal.

Location: 101 E. 96 St., (bet. 3rd & 6th Ave.)
 New York, NY 10017
TEL: 332-337-8889
www.yukajapan.com

Ajinomoto Fair Features Sales and Free Sampling

Ajinomoto USA, Inc.

At Intrepid Market place from July 21 through 31, the Japanese seasoning and food product company, Ajinomoto USA, Inc. will conduct the Ajinomoto Fair, offering sales on many of their products, as well as free sampling and demonstrations. The demonstrations, which will show how to make 4-kyu gourmet (gourmet fast food) items such as gyu-dan (beef) and nara (beef) and gyosu dumplings will take place on the 23rd and 30th from 10 am to 6:30 pm and on the 24th and 31st from 11 am to 5:30 pm. Almost all Ajinomoto products will be on sale throughout the event including, Gyosu (dumplings), Shumai (dumplings), Gyo (Sushi), Gyo (Sushi), Fried Rice, Ka-to-igo (Gyo Don no Uta), Mochi, Cook Do, and Gyosu Sauce. **Location:** Intrepid Marketplace, 363 6th Ave., 4th Floor, NY 10018
TEL: 201-941-9132
www.ajinomoto.usa/ajinfo

Pre-Order English Adaptation of Haruki Murakami's "1Q84"

Kiriko Inoue Bookstore

Kiriko Inoue Bookstore is now taking pre-orders for Murakami Haruki's best selling novel "1Q84", which will be released in English by Vintage Press in late October. If you get your copy by pre-ordering through Kiriko Inoue, you will earn a special discount, which will automatically enter you into a raffle for possible prizes, including a chance to receive a free copy of "1Q84". Please contact the store for more details.

Location: 1073 Avenue of the Americas, (bet. 40th & 41st St.)
 New York, NY 10018
TEL: 212-697-1720
www.kirikoine.com

Yukawa Festival with Special Omaki

Gyo-kaku

Japanese Embassy House Gyo-kaku Midtown and Gyo-

The 2011 All American International Karate Competition Held in New York

Kyokushin Karate

On June 16, the 16th All American International Karate Competition was held in the Harzer College Sportsplex in New York. 140 men and women from 16 countries participated. In the men's division, the 5 time All American Open champion Dorian Tanaka (Brazil) and last year's champion Shiroshi Tanaka (Brazil) were thought to be the favorites, but the two competitors remaining in the final were Zoltan Bompertor (Hungary) and Godwin Kaperweide (Brazil), with Bompertor winning his 2nd championship. In the women's division, Thelma Vanhever (Brazil) won the title. Karate fans were wildly enthusiastic about the unexpected result and one could feel the deeply rooted love of Karate in America.

Info: Kyokushin Karate

www.kyokushinkarate.com/

265 Madison Ave., 3rd Fl., New York, NY 10017
TEL: 212-693-8299



luka First Village will present the annual summer promotion, the Yabuki Festival, from Aug. 1 through Sep. 5. During this time a number of eight dollar specials will be offered. Hiroshi-Misa (dinner drink with miso soup) will be available for \$8, pitchers of Kim Beer for \$8, and Gyu-kaku's original nigori sake will also be \$8.

Location: (Midtown)

605 2nd Ave., 2nd Fl., (bet 5th & 6th Sts.), New York, NY 10022

(East Village)

34 Cooper St. (bet 3rd & 4th Sts.), New York, NY 10003

TEL: 212-254-8166 (Midtown) / 212-475-3081 (East Village)

www.gyu-kaku.com



Free Bottle of Sake in Chopsticks NY Restaurants

Kinkaya

On Mondays and Tuesdays during August, the sake and izumi bar, Kinkaya is offering one free bottle (180ml) of "Yips" sake from Chiyomasa Brewery to Chopsticks NY readers who dine at the restaurant. Limit one bottle per group. You must bring this issue of Chopsticks NY to claim your bottle.

Location: 2 W 32nd St.

(bet Broadway & 34th Ave.), 2nd Fl.

New York, NY 10021

TEL: 212-453-2027

www.kinkaya-ny.com



Sushiden Madison Ave. Reopens After Remodeling Success

After nine months of renovations, Sushiden Madison Avenue reopened on July 5. Also, Sushiden 6th Avenue, which has been open 7 days a week during the renovation, will return to its normal schedule, closing on Sundays. Sushiden is a long-standing chain restaurant specializing in Edomae (Tokyo-style) sushi with over 50 locations in Japan. Sushiden first opened in New York 24 years ago, and they have been serving authentic sushi, prepared by skilled sushi-chefs, to New Yorkers ever since.

Location: (Midtown Ave.) 11 E. 47th St.

(bet Madison & 5th Ave.) New York, NY 10017

(Midtown) 125 W. 46th St. (bet 6th & 7th Ave.)

New York, NY 10020

TEL: (Midtown Ave.) 212-750-2700

(Midtown) TEL: 212-366-0000

www.sushiden.com

All-You-Can-Eat Toss Family Special

Kamui Bar & Grill



Kamui Bar & Grill, the new Japanese restaurant in Midtown that opened in June, is offering a "Summer Vacation All-You-Can-Eat Toss Family Special" on Saturday evenings until the end of August. For \$15 for two adults and two children, the special includes, tempura (bani) udonba and nigiri sushi, takko mole (bani roll), shrimp and vegetable tempura, soft shell crab, sashimi, okatake (sashimi) and a special dessert.



Football Star Steve Smith Promotes House Foods Tofu House Foods

New York Giants star Steve Smith has partnered with House Foods, one of the largest tofu manufacturers in the U.S., in a campaign to promote their tofu to a wider demographic, in a culture where many men believe that eating tofu is not cool. House Foods hopes that Steve Smith will be able to change that perception by leading by example and proving to Americans that "real men eat tofu." The partnership will include live events, advertisements, and a website (www.haatchontofu.com) with event information, recipes, and more. Steve recently appeared at the launch party for House Foods' new Super Firm Tofu at the Rave Palm Terrace in Edgewater, New Jersey.

Steve Smith began eating tofu with miso soup when he was in high school and it quickly became his favorite food. He loves the lightness and versatility of tofu that allows it to take on the flavor of different seasonings and because it's packed with healthy protein he eats it on a regular basis. "The healthier I eat, the better shape I am

in, and the better performs on the field," he said.

New York, NY 07030

TEL: 212-353-4337 / www.haatchontofu.com

Hair Salon Offers Three Summer Deals

Pix Plus Salon

Until the end of August, Pix Plus Salon is offering three special promotions that will make your hair healthy and shiny. First, customers who buy a straightening perm or digital perm will receive a free Clay (Clayr Pads) (\$30 value). Second, those who order a straightening perm with cut requesting no specific style will get \$50 off a straightening perm and 50% off a cut. Finally, you'll get 10% off Second Step Solution Colorcare Lustrance, which smoothes hair and straightens hair but is not as strong as Japanese straightening.

Location: 425 2nd Ave., (bet 4th & 5th Sts.), 2nd Fl.

New York, NY 10022

TEL: 212-444-0058 / www.pixplusny.com

Free Cut with Esthetan Laminase Treatment for Chopsticks NY Readers

VIRIDALI SALON

The Midtown salon frequented by models, actors and celebrities, VIRIDALI SALON is presenting a special campaign until August 31. Just mention Chopsticks NY when

you visit the better performs on the field," he said.

With the help of Steve Smith, House Foods hopes to change the perception of tofu in the U.S., making it more understood and accepted especially among young men and boys.

www.haatchontofu.com

www.house-foods.com



you make an appointment with certified stylist, Minnie for a Cashmere Lustrance Treatment and you get a free rat (\$95 value). Cashmere Lustrance gets the fluff out of your hair without using formaldehyde. The result is natural straight hair with more volume than Japanese Straightening. Call for details.

Location: 49 E. 57th St., bet. Park & Madison Ave. | 2nd Fl.
New York, NY 10022
TEL: 212-633-6440/www.cashmere.com

New Gel-Cool Lunch Box Sausage Promotion Lunch-a-Porter

Lunch-a-Porter provides a variety of stylish lunch gear that is thoughtfully crafted, fashionable, and eco-friendly. Now, to help keep your lunches fresh and cool during the summertime, Lunch-a-Porter is unveiling their new Gel-Cool 2011 Collection (lunchbox) boxes. What's special about this collection of lunch boxes is that it contains a reusable non-toxic gel inside the lid, perfect for taking on picnics and sporting events. Receive a 10% discount on all Gel-Cool lunch boxes when you make a purchase on their website. Just enter the code "summerget10" at check out and that's it! Offer is valid until Aug. 31.

www.lunchaporter.com



Choral Members Wanted For Memorial Concert Japan Choral Harmony

The 4th Annual Chōrō Memorial Concert will be taking place on Saturday, Sep. 10 this year to commemorate the victims of 9/11. The Japan Choral Harmony will be performing at this special event and they're currently seeking choral members. They're looking for someone with choral experience and a good understanding of Japanese. Participants will be joining their final piece, Iwan Sōbō's "Isolando," with Gregory Singer and his Manhattan Symphony Orchestra. Contact Japan Choral Harmony by August 13 to join the performer group. Practice sessions will be held in Midtown Manhattan. For schedule, see www.jchp.org.

Location: 2 W. 44th St., bet. Central Park West
New York, NY 10022
TEL: 877-679-0050
info.jchp@jchp-harmony.com
http://jchp-harmony.org/Mypl62.htm

Japan Earthquake and Tsunami Relief Information

Groups providing support activities

Red Cross www.americanredcross.org
Merry Corps www.merrycorps.org

All organizations and foundations that accept donations

Global Giving www.globalgiving.org

The project will disburse funds to organizations providing relief and emergency services to victims of the earthquake and tsunami. Global Giving is working with International Medical Corps, Save the Children, and other organizations on the ground.

Japan Society's Japan Earthquake Relief Fund

www.japansociety.org/japanearthquake
100% of your generous tax-deductible contributions will go to organizations that directly help victims recover from the devastating effects of the earthquake and tsunami. You can contribute to the Japan Earthquake Relief Fund via online or by sending your check to: Japan Society
333 E. 47th St.
New York, NY 10017
Attn: Japan Earthquake Relief Fund

JET/AY

(Japan Exchange and Teaching Program Alumni Association of New York)

<http://jetstudy.org/0011403113/japan-earthquake-relief/>

JET/AY will be forwarding 100% of the donations they receive to relief organizations specialized in disaster-stricken children in shelter areas.

Japan (Japanese Network)

(tax deductible)
<http://japanese-network.org>
Send to: Japan/Japan Earthquake
420 Lexington Ave., Suite 2511
New York, NY 10170
Note: "Japan Earthquake"

JALCC

(Japanese American Lions Club Charities, Inc.)

info@jalcc.org
TEL: 516-369-7683
Send to: JALCC 15 W. 44th St., 11th Fl.
New York, NY 10036

Consulate General of Japan in New York

TEL: 212-371-8222
Send to: Consulate General of Japan 299 Park Ave., New York, NY 10171
Note: Consulate for Japan Earthquake/Tsunami Relief direct deposit
Account name: Consulate General of Japan
Account number: 326801301515
ABA number: 003309503
Account address: Bank of America the international government division 738 15th St., 16th Fl.
Washington, DC 20005
TEL: 1-888-715-1000
(Donations in US dollars only)

The Japanese American Association of New York

TEL: 212-840-0942
Email: info@jaaa.org
Website: www.jaaa.org
Send to: The Japanese American Association of New York, Inc.
15 W. 44th St., 11th Fl.
New York, NY 10019
Note: "Japan Disasters Relief Fund"

Japanese Chamber of Commerce and Industry of New York

www.jccny.org
Send to: J.C.C. Fund, 145 W. 57th St. New York, NY 10019
Note: "Japan Earthquake Relief Fund"
Visit the website to download a tax deduction form

Japanese Children's Society

TEL: 201-947-6532
info@japanesechildren.org
Send to: Japanese Children's Society
8 W. 36th Ave.
Englewood Cliffs, NJ 07632
Note: "Japan earthquake relief fund 2011 for school education from New York"

Born in Choptank MD in order to aid the recovery effort in response to the Japan Earthquake and Tsunami, we will continue to gather and present information about fundraising activities. If you create a fundraising organization or plan a fundraising event, please contact us by email at the following address. Please provide clear information about how the disaster money will be used, where to send donations, donations, etc. We thank you for your support.
info@choptankny.com



Fujinomiya Yakisoba

The Two Time Winner of the "A-Ya Contest"
(Japanese Gourmet Test Food Contest)
Takes the NYC Street Fair!



JAPAN BLOCK FAIR



THANK YOU
FOR SUPPORTING JAPAN

**Japan Street Festival
on Madison Ave.
(bet. 43rd & 44th St.)**

**August 21st (Sun)
11am - 6pm**

Rain or Shine



Men's Swimsuit Competition

Competitors Wanted! For details contact:
mccormick@japanblockfair.com



Soccer Freestyle Battle



JAPANESE FLAK DANCE
BRIGADE OF NEW YORK



SHAMISEN, TAPP, KAE & TAMA
(JAPANESE INSTRUMENT & TAP)



KING TAKASHI &
HAYASHI AKOKE (HOSTS)



18 TEBOKKI (TOSABU OANCE)

More info.
www.japanblockfair.com

*participating companies are subject to change



Chill out with Regional Summer Crafts

Marugame Uchiwa Fan Cards



Beet the heat with these traditional uchiwa fans. Symbolizing summer in Japan, Marugame uchiwa fans date back to the Edo period when retailers of the Marugame hotel began crafting fans by spreading oshi over bamboo frames. These fans feature famous images from 100 poems.

Item number: W01605 JP ¥3,000 (US \$35.28)

Purse-Style Pouch

These cute pouches feature fashionable patterns and purse style openings. They're small and compact, but you'll be surprised how much they can hold. Available in five patterns.

Item number: W02155 JP ¥1,300 (US \$15.28)



Candle 2 W/Stand (3 Candles)

Soothing and aromatic, these Japanese-style candles (see-rooku) are hand made and hand painted with traditional techniques. The large wicks and vegetable oil bases produce larger, and more wind-resistant flames than western candles, and they give off a special, warm, orange colored light.

Item number: W0062071 JP ¥2,250 (US \$25.58)



Tie Bag (Square)

These small, stylish and versatile bags come with a new design as well as the opening. They combine modern Japanese patterns with traditional brings made from haori-decorative (solar collar fabric).

Item number: W02049 JP ¥3,800 (US \$44.71)

Flower Vase (Hole Leaf)

One thousand strips of bamboo are turned by hand using the traditional techniques of Shige bamboo. Worth to make this breathtaking vessel. Perfect for your noose at living room, this piece also captures the essence of summer.

Item number: W02049 JP ¥3,800 (US \$44.71)



3 BONUSES from JSHOPPERS.com

- ① Spend over ¥50,000 and get free shipping and handling!
- ② 30% off special bargain items of the week updated every Wednesday at noon
- ③ Japanese fashion items up to 65% off

twitter twitter.com/JSHOPPERS.com info_jv@jshoppers.com



JSHOPPERS is accepting donations in support of the relief effort for the Japanese earthquake and tsunami disaster. For details please see the website's main page. JSHOPPERS.com

When you register for a new membership you will receive a 200 point bonus gift redeemable at JSHOPPERS.com. Please enter "CWY" in the field marked "campaign code" when registering.

*To order the advertised products, go to JSHOPPERS.com and input the item number and search.

*The dollar-yen exchange rate used here is \$1=¥85



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Cadoodles



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- Large, colorful eraser
- Ideal for standardized tests
- Refillable with standard 0.7mm lead

Z-Grip™



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- Clear plastic barrel for ink supply visibility
- Sturdy metal pocket clip
- Grip color corresponds to ink color



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WWW.ZEBRAPEN.COM



Annual Sake Tasting Event In Manhattan

SAKE EXPO & FOOD SHOW 2011

Fall 2011 Event Features:

- *Newly Arrived Items*
- *Sake Serving Demonstration*
- *Sake Presentation from Brewers (Kuramoto)*
- *Food Presentation & Demonstration of JFC recommended items*

Date : Thursday, September 15, 2011
 Time : 11:00 AM - 5:00 PM
 Place : *The New Yorker Hotel*
 481 Eighth Avenue
 New York, NY 10001
 TEL (212) 244-0719
<http://newyorkerhotel.com>

Register online today at www.jfc.com/sakeexpo/

- * This is a Business-to-Business event.
- * Participants must be 21 and over to attend this event.
- * For more information, call JFC NY branch office at (718) 456-8805 or visit www.SakeExpert.com



EVENT PASS

SAKE EXPO & FOOD SHOW

Manhattan
September 15, 2011

Restaurant/Store Name: _____

Address: _____

Phone: _____

Email: _____

Your Name: _____

Occupation: _____

I have an account with JFC International Inc: ☐ Yes ☐ No

* PLEASE SHOW THIS PASS AT RECEIPT BOX-OR GIVE THIS TO JFC SALES PERSON PRIOR TO EVENT
 * WHEN YOU BRING MULTIPLE GUESTS FROM YOUR BUSINESS PLEASE MAKE NUMBERS OF COPIES OF THIS EVENT PASS.